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Evaluation of Mental health awareness and reconciliation issues on the “*Ye Erq Maed*” Radio Program: The Case of Fana Broadcasting Corporate

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A Thesis Submitted to the School of Journalism and Communication of Addis Ababa University in Partial Fulfillment of the Requirement for the Degree of Master in Journalism and Communication.

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Graduate school of Journalism and Communication

This is to certify that the thesis prepared by Remla Kedir, “Evaluation of Mental health awareness and reconciliation issues on the “Ye Erq Maed” Radio Program: The Case of Fana Broadcasting Corporate” And submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Declaration

I, the undersigned, declare that this thesis entitled “Evaluation of Mental health awareness and reconciliation issues on the “Ye Erq Maed” Radio Program: The Case of Fana Broadcasting Corporate”, is my original work and has not been presented for a degree in any other university and that all sources of materials used for the thesis have been duly acknowledged.

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Abstract

The primary objective of this study was to evaluate the effect of the "Ye Erq Maed" radio program in promoting mental health awareness and reconciliation among its listeners, while also examining the alignment between the program's content and the intentions of its producers. The research was conducted in Addis Ababa city, specifically in Akaki Kaliti Subcity Woreda 12, employing a comprehensive mixed-methods approach. For data collection, a purposive sampling technique was utilized, resulting in the selection of 52 respondents who were administered a well-designed questionnaire. These participants were carefully chosen based on their relevance and potential insights into the program's impact. Additionally, in-depth interviews were conducted with two key informants who possessed specialized knowledge and personal experiences related to the program. By incorporating both quantitative and qualitative data collection methods, a more comprehensive understanding of the program's effectiveness and alignment with its intended goals was obtained. To supplement the primary data, document analysis and an extensive review of related literature were undertaken. This allowed for a deeper exploration of the program's content and objectives and provided a broader context for interpreting the research findings. The qualitative data collected through in-depth interviews was presented using descriptive narration, offering a rich and detailed account of the participants' perspectives and experiences. On the other hand, the quantitative data obtained from the questionnaires was analyzed using Google Forms and presented through visually engaging pie charts, graphs, and tables. The findings of the study revealed that the "Ye Erq Maed" radio program has the potential to inspire positive changes and has been influential in raising mental health awareness and fostering reconciliation within the community. The program's content was found to be aligned with the intentions of its producers, indicating a coherent approach in achieving their objectives, which included increasing awareness about mental health, distinguishing it from mental illness, and promoting reconciliation among couples and family members. As the program continues to grow and evolve, it possesses the potential to make a substantial and lasting impact on the well-being and relationships of its audience, further enhancing mental health awareness and fostering a sense of reconciliation within the community.

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List of Acronyms

AMI- Any Mental Illness

CBT- Cognitive-Behavioral Theory

CMHA - Canadian Mental Health Association

NAMI- National Alliance on Mental Illness

NIMH- National Institute of Mental Health

OCD- Obsessive-compulsive Disorder

PTSD- Post-traumatic Stress Disorder

WHO- World Health Organization

CHAPTER ONE

1. Introduction

1.1 Background of the Study

Radio in Ethiopia started broadcasting in 1933 under Emperor Haile Selassie. The country's first radio stations were constructed in 1931, two years earlier. It was utilized to disseminate information to the general public, signifying the nation's comprehensive advancement. Previously, the foreign legations had brought in equipment for their own usage. The Emperor was able to send out his first communication on January 31, 1935, as a result of a contract awarded by the Italian business Ansaldo for the biggest and strongest station (Dr. Richard, 1998).

In 1931, Emperor Haile Selassie planted the first foundation of the radio station's construction at Nifas Silk.⁴⁰ Installing wireless transmission equipment was the plan in order to enable Ethiopia to communicate with the rest of the world. Ras Kebede Sefer was to serve as the reception station, while Kaliti served as the transmitting site.⁴¹ The technical board of telecommunications selected these locations because, of course, they were suitable for transmitting radio waves to various locations.⁴² Ansaldo, an Italian company, was awarded the contract to build Ethiopia's first radio telegraph station. (Tsigereda, 2019)

Emperor Haile Selassie perceived radio's potential as a tremendous instrument for communication and nation-building. Radio was viewed by the government as a tool for fostering cultural identity, educating the public, and fostering togetherness. In order to reach both urban and rural areas, attempts were made to spread radio transmission across the nation.

Fana Broadcasting Corporate began operations in 1994 with antiquated machinery and a small workforce, but it also introduced an innovative and groundbreaking approach to the nation's broadcast media sector. It has advanced through process by enhancing the content of its programs and structure while also resolving issues. The media company, which is renowned for its community-focused initiatives and dedication to raising the political and socioeconomic

standard of living for our people, has grown in popularity and drawn more users to its radio, television, and internet platforms (Fana, n.d).

Being the "favorite, progressive, and popular voice of Ethiopians and Africans," Fana Broadcasting Corporate S.C, was established in 1994 as the country's first commercial multilingual radio station. In January 2011, Fana S.Co radio updated its name to Fana Broadcasting Corporate (Thomas, 2016).

Various radio programs start out with some specific aim in mind; politics, business, economy, health, education, sport, drama, music programs are contents among the few. One of the hit programs on Fana Broadcasting Corporate (FBC) is Ye Erq Maed Radio program.

Including listeners from the US and the Middle East, the two weekly Amharic-language shows draw well over 10 million Ethiopian listeners. Fana FM, a prominent radio station, has consistently recognized its 'Erk Mead' programs as one of its most popular offerings over the past decade and identifying them as the most popular on four separate occasions. (Anna, 2019)

The show addresses various topics. One program (On Tuesday), according to co-founder Endalkachew, is a "psychosocial education" program in which guest psychologists and psychiatrists talk about subjects including stress, anxiety, and trauma. The other (on Thursday) is a sort of reality program where couples are invited to try to work out differences in parenting methods or resolve conflicts; featuring guests who share their personal stories. the most recent season focuses on adoption. (Anna, 2019)

The goal of this radio show is to raise public awareness of mental health issues through the guests' stories. It established multiple approaches to maintain audiences' interest. For a lot of individuals who are coping with abuse, this program serves as an inspiration and works to encourage reconciliation and stability.

The show is produced by Erk Mead Media and Communication P.L.C., formerly known as Posterity. As one of the few radio shows that focuses on mental health and reconciliation particularly, the show distinguishes out. In addition to the show, they operate a social enterprise that provides counseling and rehabilitation services. Guests and clients who have experienced abuse or who are the owners of the story may engage in private or group therapy sessions, as well as conversations with their spouses, friends, and family. While other clients pay based on

their income, radio program participants receive free help (counselling, psychosocial therapy, referrals, and so on). (Anna, 2019)

This show is intended to bring people together, to create awareness about mental health, to inspire people to seek help whenever they're troubled. Thus, this research is conducted to determine; how the "Ye Erq maed" radio program unfolds in terms of mental health and reconciliation, the intention behind the programs producers, as well as what meanings and perceptions the primary target audiences make of the program's contents and the factors that contribute to such interpretations.

1.2 Statement of the problem

Mental health issues in Ethiopia have long been overlooked and stigmatized, with traditional and religious beliefs shaping the understanding of their origins (Kortmann, 1987; Jacobsson & Merdassa, 1991). Despite its prevalence, with reports indicating that 15% of children and 18% of the population suffer from mental health illnesses (Sathiyasusuman, 2011), and young adults aged 18-25 having the highest rate of any mental illness (AMI) at 30.6% (National Institute of Mental Health), mental health has received inadequate attention and resources in this developing nation.

While initiatives like the social enterprise 'Ye Erq Ma'ed' have undertaken commendable efforts through talk radio, communications, and counseling to improve mental health and reconciliation for over a decade, there is a scarcity of research evaluating the effectiveness and impact of such programs in the Ethiopian context. Previous studies have primarily focused on the prevalence and traditional explanations of mental health issues (Kortmann, 1987; Jacobsson & Merdassa, 1991), but there is a significant gap in assessing the role and influence of media interventions like radio programs in promoting mental health awareness, fostering reconciliation, and aligning with their intended objectives.

Furthermore, the COVID-19 pandemic has exacerbated mental health challenges (WHO, 2020), underscoring the urgent need for comprehensive evaluations of existing initiatives of media to identify areas for improvement and ensure they effectively address the evolving needs of the Ethiopian population.

This research aims to bridge these gaps by evaluating the content, progress, and potential shortcomings of the 'Ye Erq Ma'ed' radio program, which has been working on mental health and reconciliation for nearly a decade (Awib, 2019). By addressing this gap, the study can contribute to the awareness of the society by providing insights into the effectiveness of media interventions in tackling the stigma surrounding mental health and promoting reconciliation within families and communities.

1.3 Objective of the Study

1.3.1 General objective

The general objective of this study is to evaluate the effectiveness of the 'Ye Erq Maed' radio program in promoting mental health awareness, fostering reconciliation, and aligning with its intended goals.

1.3.2 Specific Objectives

This research tries:

- To discover specifically how “Ye Erq maed” radio program' contribute to promoting mental health awareness and wellbeing among it’s listeners,
- To analyze the content and objective of the program and see whether it matches the producer’s intentions,
- To identify the perception of various listeners regarding the impact of “Ye Erq Maed” program on family relationship.

1.4 Research questions

1. How does the "Ye Erq Maed" radio program contribute to promoting mental health awareness and well-being among its listeners?
2. What are the primary objectives and intentions of the producers of the Ye Erq Maed radio program?
3. What are the perceptions of listeners regarding the impact of "Ye Erq Maed" program on family relationships and reconciliation?

1.5 Significance of the Study

This research aims to serve various media institutions, journalists, editors and nongovernmental organizations working on mental health and for those who are working on reconciliation and stability of family and society as a whole by providing valuable insights into the effectiveness and impact of mental health and reconciliation-focused programs. This could also be as a base for further studies of the show's content and audience reception and encourage other researchers who studies about mental health and reconciliation programs by providing a reference point and inspire them to build upon the findings, explore new angles, or conduct more in-depth investigations into these topics.

1.6 Scope of the study

The scope of this research is on a radio show called 'Ye Erk maed,' and how it is presented and delivers mental health and reconciliation messages. It also determines the producers' goal and how it influences the audience's meaning-making or interpretation. It also assesses the program's design, interviews, and production process.

The research is also limited to Addis Ababa, Akaki Kality sub city Woreda 12 listners because with the sample collected it's difficult to represent the entire population of listeners. It consists of a questionnaire with 52 respondents including two of the counselors of Ye Erq maed social enterprise, 4 interns at the enterprise. 2 in-depth interviews with the production team and hosts were also held.

1.7 Limitation of the Study

Throughout the study, the researcher encountered certain limitations. Time and financial constraints restricted the ability to expand the sample size. Additionally, limited access to research materials and the researcher's level of experience were notable limitations. However, the researcher made efforts to address these constraints and transform them into valuable learning experiences that can inform future studies.

1.8 Organization of the research

The research is structured into five chapters, each addressing specific aspects of the study. The breakdown of chapters is as follows:

Chapter One covers Introduction to the research topic, the statement of the problem, research objectives, and research questions. It also highlights the significance of the research and outlines the scope and limitations of the study. In Chapter Two Literature Review and Theoretical Framework are reviewed. In Chapter Three Research Methodology employed in the study is presented and discussed. Chapter Four presents the Findings and Discussion of the study and provides a comprehensive analysis and interpretation of the collected data. Chapter Five includes Summary, Conclusion and Recommendations

CHAPTER TWO

2. Literature Review and Theoretical Frameworks

This part of the research covered a review of related literature and theoretical frameworks. As much as possible, ample attention was given to the main focus of the study, which is the evaluation of mental health awareness and reconciliation issues on the “Ye Erq Maed” radio program the case of Fana Broadcasting Corporate.

2.1 Review of Related Literature

2.1.1 Review on Mass Media and Mental Illness:

Over the last 30 years, extensive study has been performed to determine the impact of mass media on the public's belief systems. This research determined that the media's ability to affect public perception along with the degree to which people are exposed to media representations, make the media one of the most powerful forces in developed countries.

In 2001, the Australian government issued a comprehensive literature assessment on media depictions of mental health (Francis, Pirkis, Dunt, & Blood, 2001).

After evaluating dozens of research that had investigated news and entertainment media from around the globe, the study concluded that media representations of mental illness create negative attitudes and stereotypes—in particular, the incorrect relationship between mental disease and violence.

Many other studies have found a clear link between negative media portrayals of mental illness and the public's negative attitudes toward people with mental health problems (Coverdale, Nairn, & Claasen, 2002; Cutcliffe & Hannigan, 2001; Diefenbach, 1997; Olstead, 2002; Rose, 1998; Wahl, 1995; Wahl & Roth, 1982; Wilson, Nairn, Coverdale, & Panapa, 1999)

2.1.2 Radio and Mental Health

Aihevba (2020) suggests that there should be an encouragement for intervention campaigns on Mental Health Challenges, targeting individuals who face such challenges. This encouragement should come from various entities including the Government, Non-Governmental Organizations, Agencies, Media Organizations, as well as private and public hospitals. The aim is to raise

awareness and provide information to people on how to prevent mental health challenges or seek support if they are already experiencing such difficulties. Furthermore, according to the 2021 report by the World Health Organization (WHO) on mental challenges, it emphasizes the importance of recognizing opportunities for initiating change. Even if immediate implementation is not possible, the cumulative effect of the small steps we take every day can eventually lead to a positive and lasting impact, bringing us closer to the ultimate goal of significantly improving global mental health (Rosalynn Carter in the International Women Leaders for Mental Health, 2002).

The significance of the aforementioned quote lies in the fact that mental health has historically impacted individuals from all walks of life. Regardless of social status, race, age, or occupation, people have experienced various forms of mental illness at different times. Even in religious texts like the Bible, there are mentions of individuals, such as King Saul of Israel, who faced mental health challenges manifested as bouts of madness. Notable figures from the glamorous world of Hollywood, including Whitney Houston, Marilyn Monroe, and Michael Jackson, have also grappled with mental health issues. Similarly, in less prominent communities across different countries, countless individuals continue to confront diverse forms of mental health problems. This study aims to explore the nature of mental illness, the global situation surrounding it, and the role of radio programs in raising awareness and providing support for those affected. Mental illness refers to a condition where a person's reasoning pattern is altered to a degree that causes discomfort to themselves and those around them. It is often associated with terms like psychosis, lunacy, or insanity. When an individual deviates significantly from societal norms, they are considered to be mentally challenged or insane. According to the National Alliance on Mental Illness (NAMI), mental illnesses are medical conditions that disrupt a person's thoughts, emotions, mood, ability to relate to others, and daily functioning (2012).

Similar to how diabetes affects the pancreas, mental illnesses are medical conditions that often lead to a reduced ability to cope with the normal challenges of life. Major depression, schizophrenia, bipolar disorder, dysthymia, obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD), and borderline personality disorder are among the more severe mental illnesses. Additionally, there are milder forms such as minor depression, anxiety neurosis, seasonal affective disorder, and minor sleeping disorders, among others. The

Canadian Mental Health Association (CMHA) emphasizes that mental illnesses can take various forms, much like physical illnesses, but they are still widely feared and misunderstood...” (2012). However, according to NAMI (2012), it is important to note that “mental illnesses are treatable.”

According to Smith (2023), radio programs have emerged as a powerful tool for raising awareness about mental health and providing support to those facing mental health challenges. The extensive reach of radio allows it to connect with diverse audiences, making it an effective platform for breaking the silence surrounding mental health. Through various formats such as talk shows, interviews, and interactive discussions, these programs facilitate open dialogues, reduce stigma, and promote help-seeking behaviors. Furthermore, radio broadcasts include educational segments that deliver valuable information on mental health conditions, symptoms, and available treatment options. This empowers listeners to recognize signs of distress and take appropriate action. By featuring interviews with mental health professionals and sharing information about support resources, radio programs act as a crucial link, connecting individuals with the necessary assistance and contributing to the development of a more supportive society (Smith, 2023).

2.1.2.1 Radio and Early signs of Mental Health Disorders

As a powerful tool of mass communication and mobilization, radio plays a crucial role in spreading information about early indicators and symptoms of mental disorders within our society. Although there is no definitive physical test or scan that can accurately determine the presence of a mental illness, certain radio stations, particularly through their Hour of Health programs, significantly contribute to public education on recognizing potential signs of mental health disorders. These signs include social withdrawal, avoidance of previously enjoyed activities, disrupted sleep patterns, changes in appetite, feelings of hopelessness, persistent low energy levels, increased reliance on mood-altering substances like alcohol and nicotine, the display of negative emotions, confusion, difficulty in performing daily tasks, recurring thoughts or memories, thoughts of self-harm or harm to others, auditory hallucinations, and experiencing delusions (Schildbach, 2018).

Symptoms of Mental Health Disorders

The signs and symptoms of mental illness can vary depending on the specific disorder, individual circumstances, and various factors. Mental health symptoms can impact a person's emotions, thoughts, and behaviors. Consequently, certain radio programs aim to highlight examples of these signs and symptoms, which may include feelings of sadness or depression, impaired thinking or difficulty concentrating, excessive fears or worries, intense feelings of guilt, extreme mood swings, withdrawal from social interactions and activities, significant fatigue, low energy levels, sleep disturbances, detachment from reality such as delusions, paranoia, or hallucinations, difficulty coping with daily challenges or stress, struggles with understanding and relating to situations and people, issues related to alcohol or drug use, significant changes in eating patterns, fluctuations in sex drive, excessive anger, hostility, or violent tendencies, and thoughts of suicide. In some cases, symptoms of mental health disorders may manifest as physical problems like stomach pain, back pain, headaches, or unexplained bodily discomfort (Novella, 2010).

Knapp (2011) states that a combination of environmental and genetic factors is thought to be the cause of mental health issues. In terms of genetics, individuals who have blood relations with mental illnesses are more likely to have higher rates of mental disease. A person may be more predisposed to mental illness due to certain genes, and certain events in life may serve as triggers. Furthermore, there may be a correlation between mental illness and pregnancy exposure to inflammatory disorders, environmental stresses, chemicals, or medications like alcohol and drugs. Another contributing cause is an imbalance in neurotransmitters, which are endogenous brain chemicals that facilitate signal transmission throughout the body and brain.

Disruptions in brain networks containing these substances can cause alterations in nerve receptor and system function, contributing to depression and other emotional disorders. While genetic family history plays a part in the risk of mental health illnesses, it is crucial to highlight that various other factors contribute to the development of these disorders as well.

2.1.2.2 The impact of radio in addressing mental health challenges.

Radio as a Platform for Awareness: One of the key roles of radio in addressing mental health challenges is raising awareness. Through informative programs, talk shows, and interviews,

radio platforms can disseminate essential information about mental health conditions, symptoms, and available resources. Listeners gain knowledge about mental health, enabling them to recognize signs of distress, seek appropriate help, and support others in their communities (Smith, 2023).

Breaking the stigma and encouraging help-seeking behavior: Stigma is a significant barrier to receiving mental health care. Radio programs play an important role in addressing and decreasing stigma linked with mental illnesses. Radio promotes open dialogues, normalizes conversations about mental health, and encourages people to seek treatment without fear of judgement by sharing personal stories, conducting discussions, and interviewing mental health professionals (Jones et al., 2019).

Providing Support and Resources: Radio programs focusing on mental health usually provide a space for people to tell their stories and seek help. Listeners can seek help via call-ins, interactive discussions, and helplines indicated on the shows. Collaborations between radio stations and mental health organizations enable the listener to get information on support services, treatment options, and local resources (Johnson & Anderson, 2020).

Targeted Programming for Specific Mental Health Issues: Radio programs can address specific mental health concerns, meeting the different needs of the audience. For example, programs could target depression, anxiety disorders, or post-traumatic stress disorder (PTSD). Radio provides vital insights, coping tactics, and self-help techniques for people dealing with certain mental health issues via expert interviews, testimonies, and educational elements (Brown, 2018).

2.1.3 Definition of Mental Health

“A state of mental well-being that enables people to cope with life's stresses, realize their abilities, learn and work well, and contribute to their community” is how the World Health Organization defines mental health. It is a vital aspect of health and wellbeing that supports our capacity as individuals and as a society to make choices, form bonds with one another, and influence the world we live in. A fundamental human right is mental health. Furthermore, it is essential for socioeconomic, communal, and personal growth. (WHO, 2022)

Mental health issues encompass a range of mental states and disorders, including psychosocial disabilities and mental disorders, which are linked to considerable suffering, impaired

functioning, or self-harm risk. Although it's not always the case, people with mental health disorders are more likely to have lower levels of mental well-being. (WHO, 2022)

2.1.4 Concept of Mental Health

The World Health Organization defines mental health as "a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community." (WHO, 2019).

Despite the widespread usage of the phrase "mental health," many diseases recognized by medical professionals as psychological disorders really have physical causes. 'Mental health is more than just the absence of mental disorders or disabilities' according to the WHO. Achieving peak mental health involves maintaining continued wellbeing and happiness in addition to avoiding active disorders. Additionally, they stress how important it is to maintain and improve mental health for each individual as well as for many communities and societies around the globe.

Nearly one in five adults in the US encounters mental health issues annually, according to the National Alliance on Mental Illness. The National Institute of Mental Health (NIMH) estimates that 11.2 million persons in the United States, or around 4.5% of adults, suffered from a severe psychiatric disorder in 2017. (NIMH, 2019)

Individuals who experience good mental health may still encounter emotions such as sadness, illness, anger, or unhappiness, as these are normal components of a rich and complete human life. Despite this reality, mental health has frequently been portrayed as exclusively associated with positive emotions and a sense of control over one's surroundings. Various research papers on mental health incorporate elements of this definition, encompassing both positive emotions and positive functioning (Miles, 2010).

Keyes (2008) outlines three components that make up mental health: emotional well-being, psychological well-being, and social well-being. Emotional well-being encompasses feelings of happiness, interest in life, and overall satisfaction. Psychological well-being involves having a positive attitude towards oneself, effectively managing daily responsibilities, maintaining healthy relationships with others, and feeling content with one's own life. Social well-being pertains to

positive functioning within society, which includes contributing to the community (social contribution), feeling a sense of belonging (social integration), perceiving society as progressing positively for everyone (social actualization), and finding the social structure comprehensible (social coherence).

However, adopting a perspective of mental health solely influenced by the hedonic and eudemonic traditions, which prioritize positive emotions and high levels of functioning, respectively, has the potential to exclude a significant portion of adolescents. This exclusion encompasses those who are somewhat introverted, individuals who actively challenge perceived injustices and inequalities but face discouragement after prolonged futile efforts, as well as migrants and minorities who encounter rejection and discrimination. Additionally, the notion of positive functioning, as defined by certain definitions and theories of mental health, can mistakenly imply that individuals of any age or physical condition incapable of productive work are inherently lacking good mental health. However, contextual factors often hinder the ability to work productively and fruitfully (e.g., for migrants or marginalized individuals), thereby preventing them from making meaningful contributions to their community (Heary, 2017).

According to Jahoda (2020), mental health can be categorized into three areas: self-realization, where individuals can fully develop their potential; a sense of control over the environment; and a sense of autonomy, which involves the ability to recognize, confront, and resolve problems. Murphy argued that these concepts were influenced by cultural values that hold significance in North American society. However, even for individuals from North America, it is difficult to conceive that someone in a mentally healthy state, who is held captive by terrorists and facing the threat of beheading, could experience feelings of happiness and mastery over their surroundings.

The definition of mental health is undeniably shaped by the culture that establishes it. However, as Vaillant (2017) suggests, it is crucial to prioritize common sense and identify certain elements that hold universal significance for mental health. For instance, despite cultural variations in dietary practices, there is a universal recognition of the importance of vitamins and the four fundamental food groups.

2.1.5 Literature Reviews on The “Ye Erq Maed” Radio Program

On October 18, 2019, Anna Patton wrote a story on the “Ye Erq Maed” radio program on pioneerspost.com under the headline On air: The live radio show tackling mental health taboos.

Ahead of the Social Enterprise World Forum in October, Pioneers Post visited this year's host city, Addis Abeba, Ethiopia, to speak with some of the entrepreneurs who are using business to do good. This week, we go behind the scenes at a pioneering mental health service that blends awareness-raising via radio programs with free or subsidized counseling services. Endalkachew Assefa's claim that people "love" the “Ye Erq Mead's” programming is difficult to refute.

More than ten million Ethiopians tune in to the three weekly Amharic-language shows, not including listeners from the United States and Middle East. Fana FM, one of the radio stations that broadcast them, has declared Erk Mead shows it's most popular four times since its inception over ten years ago.

The programmes address difficult themes. Co-founder Endalkachew (shown below) characterizes one event as a "psychosocial education" program, with guest psychologists and psychiatrists invited to discuss themes such as anxiety, stress, and trauma. Another is a reality show in which couples attempt to overcome conflict or address differing parenting methods; the most recent series focuses on adoption.

Personal concerns are now more openly discussed in Ethiopia, according to Endalkachew, who holds degrees in education and counselling. However, when he and his co-founder, Tigist Waltengus, first conceived the idea, which they came up with in a campus coffee shop while studying at Addis Abeba University, psychology was "a taboo". People generally believed understanding the mind to be as unscientific as palm-reading, he claims, despite the fact that mental health difficulties affect 27% of the population, according to Ministry of Health estimates.

Endalkachew and Tigist who are both experienced on psychosocial support and media wanted to raise awareness of this. While volunteering at an NGO, they witnessed "a lot of problems" among children who were troubled by conflict with their parents or other issues: such anxieties were interfering with their studies and harming their education.

Serving the community

Erk Mead claims to be the first in the country to use live radio to address psychological disorders. It currently employs 16 people, including nine counsellors, who provide face-to-face counseling and mediation services from its eighth-floor office in Addis Abeba. Radio program guests receive free support (counseling, psychosocial treatment, referrals, and so on), while other clients pay based on their income, which ranges from 50 to 800 Birr (approximately £1.30 to £21).

Commercial advertising provides the majority of the funding for the radio shows, with sponsors including Birhan Bank, Amhan General Hospital, and other corporations. Erk Mead, a private company with shareholders, sees its aim as "solving the social and psychological problems of the community." And Endalkachew says he and his colleagues have just begun to consider themselves as part of the social entrepreneurship arena, citing the British Council for "opening our eyes" to the sector and motivating them to approach other social purpose organizations. Since a training workshop in June (provided by Pioneers Post), they've asked other social entrepreneurs to appear on their shows.

Erk Mead's reach is expected to expand further. Participation in a scale-up initiative organized by the NGO Reach for Change, which comprised months of training and support from an experienced consultant, resulted in greater ambitions and higher profits. There are plans to increase to six events per week, and the company has begun to generate significant cash from YouTube advertising, something they had previously disregarded. The company is also anticipating a 1 million Birr (£27,000) funding from Reach for Change, which will be used to extend its services (including YouTube content) and create a school-based wellbeing initiative. It is also receiving support from expansion Africa, an accelerator, to prepare for future expansion.

Impact of the enterprise

Endalkachew highlights their work in addressing taboos. In the past, he says, "no one talked about his marriage, his problems, his conflict... a lot of people committed suicide." Although it is common in Ethiopian society to sit together and converse, particularly over food or coffee - Mead mentions dining together at dinner - people "don't want to talk to professionals," he says. However, when they opened, customers came. The Pioneers Post visits the premises in the morning, and 18 clients have already arrived for their appointments.

They've also garnered international prominence. Earlier this year, Erk Mead's project manager, Ephrem Bekele Woldeyesus, was designated a top 30 innovator in the World Health Organization's Innovation Challenge, outperforming approximately 2,500 applicants from 77 countries.

But arguably the most dramatic anecdote of influence is a university graduation medal, exhibited among Erk Mead's other trophies and presented to them by a client who compliments the staff on their "contribution in my successful life journey." If one of the co-founders' original goals was to ensure that people could concentrate on their studies without being distracted by personal issues, it appears to have worked.

Another article written on The “Ye Erq Maed” radio program from WHO Africa, titled "Talk radio, teletherapy expands mental health services in Ethiopia" written on November 5, 2020. Addis Abeba – For than a decade, the Erq Ma'ed - or'reconciliation table' - social enterprise has used talk radio, communications, and counselling to improve Ethiopians' mental health and well-being. With the added pressure of the COVID-19 epidemic, their journey of innovation to fulfill people's mental health needs during unprecedented times has been accelerated.

The pandemic has put a great burden on key health services, especially mental health care. Strict precautions, including as movement restrictions and lockdowns, imposed by many countries in the region during the early stages of the pandemic, along with an overworked workforce, created severe disruption.

"We typically receive around 20,000 calls per year, but this year's total has already far exceeded that," reveals Ephrem Bekele Woldeyesus, chief programme officer at Erq Ma'ed.

"Many calls have been driven by families struggling to relate to each other during the lockdown as well as issues related to domestic and sexual violence and marital crises." Erq Ma'ed's ten qualified counsellors receive calls as a result of a weekly radio show that has reached 10 million people with messages on wellness, child and youth development, reconciliation, family therapy, and mental health, since 2013. Listeners call in to share their stories live on air.

"One patient was terrified she had COVID. So we started by assisting her in stabilizing her emotions and actions. It's similar to psychological first aid. After that, she talked about other concerns, like as how to feed her family and keep her business running," adds Woldeyesus.

"To keep our services running during the pandemic, we retrained our ten counsellors in teletherapy, delivering sessions via Zoom and registering people through the Telegram messaging app." Our counselors provide psychiatric therapy six days a week, for up to 12 hours every day."

Erq Ma'ed conducts pre- and post-therapy assessments to determine the development of patients seeking mental health therapy, and wherever possible, they are invited for an in-person, last session before the end of the therapy course. Even before the pandemic, Ethiopia's mental health services were overburdened and underfunded, as are those in many other African countries. With a population of nearly 110 million, the country has only 83 psychiatrists. Mental health treatments are focused in the capital, Addis Abeba, despite the fact that 80% of the population lives in rural areas.

"Everyone knows to wash their hands, wear a mask and keep a safe distance, but what about mental health, and teaching safe, healthy coping skills in times of severe stress?" Woldeyesus asked.

"Our radio show is quite successful, and we use advertising revenue to fund our counselling programme, which provides free assistance to over 2000 people each year, but we cannot afford to treat everyone. We are a social enterprise that focuses on accessibility and affordability.

Despite the hurdles, the team intends to expand their counselling services to schools in the Addis Ababa area, providing kids with mental and social health programs.

In 2018, the team was among 30 African winners of the World Health Organization Regional Office for Africa's Global Health Innovation Challenge. There were more than 2400 participants from 77 nations.

2.1.6 Family Reconciliation

Family reconciliation is a complex and multifaceted process that involves restoring and rebuilding relationships within families that have experienced conflict, separation, or estrangement. This literature review aims to explore the existing research on family reconciliation, including its conceptualization, factors influencing the process, and the outcomes

associated with successful reconciliation efforts. By examining the current body of knowledge, this review seeks to provide insights into effective strategies and interventions that promote family reconciliation.

2.1.6.1 Conceptualization of Family Reconciliation:

Family reconciliation can be understood as a process of healing, forgiveness, and rebuilding trust among family members. It involves acknowledging past conflicts, addressing underlying issues, and working towards the restoration of healthy and functional relationships. The process is influenced by various factors, including individual motivations, communication patterns, coping strategies, and external support systems.

2.1.6.2 Factors Influencing Family Reconciliation:

Motivation for Reconciliation: The desire for reconciliation and the perceived benefits play a crucial role in initiating the process. Factors such as a sense of responsibility, love for family members, and a desire for personal growth and happiness can drive individuals towards seeking reconciliation.

Communication and Conflict Resolution: Effective communication and conflict resolution skills are essential for successful family reconciliation. Open and honest dialogue, active listening, empathy, and the ability to manage conflicts constructively contribute to the reconciliation process.

Trust and Forgiveness: Rebuilding trust and practicing forgiveness are central components of family reconciliation. Trust is gradually reestablished through consistent actions, transparency, and demonstrating reliability. Forgiveness, on the other hand, involves letting go of resentment and releasing negative emotions towards the offender.

External Support Systems: The availability of social support networks, including friends, extended family, and professional counselors, can significantly influence the process of family reconciliation. These support systems provide guidance, encouragement, and a safe space for individuals to navigate the challenges involved.

2.1.6.3 Outcomes of Family Reconciliation:

Improved Family Dynamics: Successful family reconciliation often leads to improved communication, increased understanding, and enhanced emotional bonds among family

members. It fosters a sense of unity, cooperation, and mutual support, creating a healthier family environment.

Enhanced Well-being: Reconciliation within the family has been linked to improved mental health outcomes for individuals involved. It can contribute to reduced stress, anxiety, and depression, as well as increased life satisfaction and overall psychological well-being.

Positive Interactions and Role Modeling: Reconciliation models positive behaviors and conflict resolution skills within the family, setting a positive example for future generations. It promotes empathy, understanding, and healthier intergenerational relationships.

2.1.7 Family Reconciliation and the Role of Media

Family conflicts and estrangement are common experiences that can have profound impacts on individual and family well-being. Reconciliation, or the process of restoring broken relationships, is an important concept in this context. Media, including radio, television, films, and online platforms, can play a significant role in promoting and facilitating family reconciliation.

Representations of Family Conflict and Reconciliation

Popular media often portrays family conflicts and reconciliation narratives. Novels, films, and television shows frequently explore themes of family estrangement, misunderstandings, and the challenges of forgiveness and reconciliation (Sanden-Mills, 2019). These fictional accounts can raise awareness, offer insights into complex family dynamics, and even serve as models for viewers or readers navigating similar situations in their own lives (Gergen & Gergen, 1988).

The Impact of Media Portrayals

Research suggests that media portrayals of family relationships and conflicts can influence audience perceptions and attitudes. A study by Tukachinsky (2008) found that exposure to television programs depicting positive family interactions was associated with more favorable views of family life among viewers. Conversely, negative portrayals of family relationships were linked to more negative attitudes. These findings highlight the potential impact of media representations on shaping societal norms and expectations around family dynamics.

Media as a Platform for Discussion and Education

Beyond fictional narratives, media platforms can provide opportunities for open dialogue, education, and support around family reconciliation. Talk shows, radio programs, and online forums offer spaces for individuals and families to share their stories, seek advice, and connect with others who have experienced similar challenges (Duran et al., 2005). These outlets can help reduce stigma, provide emotional support, and offer practical guidance on navigating the reconciliation process.

The Role of Media in Promoting Conflict Resolution

Some media initiatives have explicitly aimed to promote family reconciliation and conflict resolution. For example, radio programs in post-conflict societies have been used to facilitate dialogue, encourage forgiveness, and support the reintegration of former combatants into their communities (Pant & Rasiah, 2013). Similarly, television and online campaigns have been employed to promote peaceful conflict resolution strategies within families (Dietz et al., 2016).

2.2 Theoretical Framework

2.2.1 Cognitive-Behavioral Theory (CBT)

In evaluating the "Ye Erq Maed" radio program, which focuses on mental health and family reconciliation, the cognitive-behavioral theory (CBT) provides a theoretical framework to understand and analyze the processes involved. CBT posits that individuals' thoughts, emotions, and behaviors are interconnected and influence each other (Beck, 2011). It emphasizes the role of cognitive processes and behavioral interventions in promoting psychological well-being and fostering positive change (Dobson & Dozois, 2019).

Cognitive Processes: CBT recognizes the significance of cognitive processes in mental health and family dynamics. It explores how individuals' thoughts, beliefs, and perceptions influence their emotional experiences and behaviors (Beck, 1976). The theoretical framework can help assess the impact of the radio program on listeners' cognitive processes by examining changes in their attitudes, beliefs, and cognitive restructuring related to mental health and family reconciliation (Hofmann et al., 2012).

Behavioral Interventions: CBT emphasizes the application of behavioral techniques to facilitate positive change (Persons, 2008). The theoretical framework can guide the evaluation of the radio program's effectiveness in promoting behavioral changes among listeners. This may include assessing the adoption of healthy coping strategies, improved communication and conflict resolution skills within families, and increased engagement in activities that enhance mental well-being (Craske, 2010).

Psychoeducation and Skill Building: CBT emphasizes psychoeducation and skill building as essential components of interventions (Tolin, 2016). The theoretical framework can inform the evaluation of the radio program's effectiveness in providing educational content and facilitating the development of cognitive and behavioral skills related to mental health and family reconciliation. This may involve assessing listeners' knowledge acquisition, self-efficacy, and utilization of learned skills in their daily lives (Kendall, 2011).

Self-Monitoring and Self-Reflection: CBT encourages self-monitoring and self-reflection to enhance self-awareness and promote change (Barlow et al., 2017). The theoretical framework can guide the evaluation of the radio program's effect on listeners' ability to monitor their thoughts, emotions, and behaviors related to mental health and family dynamics. This may involve assessing changes in self-reflection, self-regulation, and self-management skills among the program's audience (Leahy et al., 2017).

Collaborative Therapeutic Relationship: CBT emphasizes the importance of a collaborative therapeutic relationship between the therapist and the individual (Padesky & Greenberger, 2012). In the context of the radio program, this can be explored by assessing the perceived trust, rapport, and engagement of listeners with the program's hosts or mental health professionals involved. The framework can guide the evaluation of the program's ability to establish a supportive and empowering environment for listeners (Westra et al., 2016).

By utilizing the cognitive-behavioral theory as the theoretical framework, the evaluation of the "Ye Erq Maed" radio program can comprehensively examine the impact of the program on listeners' cognitive processes, behavioral changes, psychoeducation, skill building, self-monitoring, self-reflection, and the establishment of a collaborative therapeutic relationship. This framework provides a structured lens through which to analyze and interpret the outcomes of the

program, contributing to a deeper understanding of its effectiveness in promoting mental health and family reconciliation.

Cognitive-behavioral theory (CBT) provides a useful framework for evaluating the impact of media, such as the "Ye Erq Maed" radio program, on mental health and family reconciliation. Here's how CBT can be applied in this context:

Cognitive processes and media messages:

CBT emphasizes the role of cognitions (thoughts, beliefs, perceptions) in shaping emotions and behaviors (Beck, 1979). Media messages can influence cognitive processes by presenting information, stories, and perspectives that challenge or reinforce existing beliefs and attitudes. The radio program's content on mental health and family reconciliation can potentially reshape listeners' understanding, beliefs, and perceptions around these topics.

Psychoeducation and skill-building through media:

A key component of CBT is psychoeducation, which involves providing information and teaching skills to individuals (Friedberg & McClure, 2015). Media platforms like radio can serve as effective psychoeducational tools by disseminating knowledge about mental health, coping strategies, communication skills, and conflict resolution techniques relevant to family reconciliation.

Modeling and observational learning:

CBT recognizes the importance of modeling and observational learning (Bandura, 1977). The radio program can potentially influence listeners by modeling positive behaviors, healthy communication patterns, and constructive conflict resolution strategies through the narratives, role-plays, or expert advice shared on the show.

Self-monitoring and self-reflection:

CBT encourages self-monitoring and self-reflection as means to increase self-awareness and facilitate change (Dobson & Dozois, 2019). The radio program could prompt listeners to engage in self-monitoring and self-reflection by creating opportunities for them to examine their own thoughts, emotions, and behaviors related to mental health and family relationships.

Therapeutic relationship and listener engagement:

While not a traditional therapist-client relationship, the radio program's hosts and mental health experts can establish a sense of rapport, trust, and engagement with listeners. This therapeutic alliance, a key aspect of CBT (Westra et al., 2016), can influence the program's effectiveness in promoting positive cognitive and behavioral changes related to mental health and family reconciliation.

2.2.2 Health Belief model

The Health Belief Model (HBM) is a psychological model that attempts to explain and predict health behaviors by focusing on the attitudes and beliefs of individuals. When applied to the context of the radio program and its different audience segments, the HBM can provide insights into how the behaviors promoted in the program are perceived and adopted by various groups of listeners.

This theory can be connected on the “Ye Erq maed” radio program through examining how the different constructs of the model can be applied to the program's content and delivery.

Perceived Susceptibility:

The radio program can aim to increase listeners' perceived susceptibility to mental health issues or conflicts within families and communities by providing statistics, real-life stories, and examples that resonate with their experiences.

Different segments of the audience may have varying levels of perceived susceptibility based on their backgrounds, so the program could tailor its messaging and examples to address these differences.

Perceived Severity:

The program can emphasize the potential consequences of untreated mental health issues or unresolved conflicts, such as emotional distress, strained relationships, and negative impacts on overall well-being.

By highlighting the severity of these issues, the program can motivate listeners to take action and seek support or adopt reconciliation strategies.

Perceived Benefits:

The program can highlight the benefits of seeking professional help for mental health concerns or engaging in reconciliation processes, such as improved mental well-being, stronger family bonds, and a more harmonious community.

Personal stories and testimonials from individuals who have experienced positive outcomes can help listeners perceive the tangible benefits of adopting the recommended behaviors.

Perceived Barriers:

The program can address common barriers that prevent individuals from seeking help or engaging in reconciliation, such as stigma, lack of access to resources, or cultural beliefs.

By acknowledging and providing strategies to overcome these barriers, the program can empower listeners to take action despite potential obstacles.

CHAPTER THREE

3. Methodology of the research

In this chapter, the research methods employed in the study are outlined, including the description of data collection instruments, the sampling technique utilized, the procedures implemented for data gathering, the approach to data analysis and presentation, the background of the study, and the ethical considerations taken into account during the research process.

3.1 Research Design

This research aims to investigate the effectiveness and of the "Ye Erq Maed" radio program among its listeners. To achieve a comprehensive understanding of its impact, a mixed-methods approach is employed, combining both quantitative and qualitative data collection and analysis methods.

Quantitative data collection involves the use of structured surveys administered to the target audience of the "Ye Erq Maed" radio program. The survey questionnaire is designed to gather information on listenership, program satisfaction, engagement levels, and the relevance of the program's content. The surveys distributed to a representative sample of the program's intended listenership. The collected quantitative data was analyzed using appropriate statistical techniques, such as descriptive statistics and inferential statistics, to identify patterns, correlations, and trends related to the program's impact.

Qualitative data collection involves conducting semi-structured interviews or surveys with a subset of participants selected from the target audience. The interviews or surveys explore participants' experiences, opinions, and perceptions regarding the "Ye Erq Maed" radio program. Open-ended questions were used to encourage participants to share their thoughts in depth. Audio recordings or detailed notes were taken during the research interviews. The qualitative data collected was transcribed and analyzed using thematic analysis or content analysis methods. This analysis will help identify recurring themes, patterns, and insights that provide a deeper understanding of the program's impact.

The mixed-methods approach allows for triangulation of data, where the quantitative and qualitative findings can complement and enrich each other. By combining both type of data, a more holistic and comprehensive understanding of the "Ye Erq Maed" radio program's impact can be achieved. Many notable researchers used a mixed approach. John W. Creswell (2009): Creswell advocates for the integration of qualitative and quantitative data in mixed methods research. He believes that combining both approaches allows researchers to capture a more comprehensive understanding of research questions. Creswell emphasizes the strengths of mixed methods in research by using qualitative methods to explore in-depth experiences and quantitative methods to generalize findings to a larger population.

The research design acknowledges potential limitations, such as sample representativeness, self-report biases, and the generalizability of findings. These limitations will be considered when interpreting the results and drawing conclusions.

Overall, this research design aims to provide valuable insights into the effectiveness of the "Ye Erq Maed" radio program by employing a mixed-methods approach that combines quantitative and qualitative data collection and analysis methods. The findings will contribute to a comprehensive understanding of the program's influence on its audience, guiding recommendations for its improvement and future development.

3.2 Instruments of data collection

For data collection, the research used both primary and secondary sources. Primary data was gathered directly from respondents through the use of questionnaires and in-depth interviews. These methods allowed for obtaining first-hand evidence and personal testimonies related to the subject being investigated. On the other hand, secondary sources provided the researcher with valuable second-hand information that was essential for the thesis. These sources included, journal articles, social media contents, published and unpublished literature on the program, recorded audio and video materials from the program, and other similar documents.

Embracing the concept of mixed methodology and aiming to gather the necessary and comprehensive data for the research, the researcher employed questionnaires and in-depth interviews as the chosen methods of study.

3.2.1 Questionnaire

Questionnaires are a commonly used data collection tool in research, with their own set of advantages and disadvantages. According to Kothari (2004), questionnaires are most effective when used in combination with other methods, particularly one or more interview methods. They offer certain merits, such as minimizing researcher effects (e.g., socio-economic background, gender) and providing respondents with relative freedom in their responses.

In this study, the researcher utilized a structured form of questionnaire to ensure standardized frames for all respondents' answers. Any gaps or missing information were supplemented by other data gathering methods. The questionnaire was prepared in English. And for those who have difficulty in English language it's translated in Amharic language.

A structured questionnaire follows a rigid format in terms of wording and question order. It aims to ensure that all respondents answer the same set of questions. It can include closed-ended questions which means a yes or no questions, open-ended questions (allowing for additional comments), or fixed question alternatives, such as Likert scale items ranging from "not relevant" to "extremely relevant" or "No impact" to "Significant impact."

For this study, online communication was selected as the data collection method for gathering information from the surveyed respondents. The researcher used Google forms to prepare the questionnaire, which was then distributed through email and shared the questionnaire link on Telegram groups that consisted of selected program listeners.

3.2.2. In depth interviews

Marshall and Rossman (2016) emphasize the significance of in-depth interviews, stating that they allow researchers to obtain detailed and nuanced information directly from participants. They suggest that this method facilitates a deeper understanding of individuals' perspectives, experiences, and subjective meanings.

Rubin and Rubin (2012) emphasize the importance of in-depth interviews in capturing rich and contextualized data. They argue that this method offers a unique opportunity to delve into participants' personal narratives, uncovering intricate details and providing a deeper understanding of their lived experiences.

In this study, in-depth interviews were employed as a data collection method to gather detailed and comprehensive information. The researcher conducted one-on-one interviews with participants and program producers, allowing for a deeper exploration of their experiences, perspectives, and insights related to the topic of mental health and family reconciliation. The interviews were conducted in a conversational and open-ended manner, providing participants with the opportunity to express their thoughts and emotions more extensively. Through in-depth interviews, the researcher aimed to gain a rich understanding of the complexities and nuances surrounding mental health and family dynamics are broadcasted, capturing the depth and breadth of participants' experiences.

3.3 Sampling technique

Johnson, R. B., Onwuegbuzie, A. J., & Turner, L. A. (2007). discuss mixed methods research and its potential for combining probability sampling techniques with qualitative approaches. They highlight the benefits of using probability-based sampling to ensure representativeness and generalizability when integrating qualitative and quantitative data collection.

Non-Probability Sampling: In situations where probability sampling is not feasible, non-probability sampling techniques can be employed. These techniques do not provide every individual with an equal chance of being selected but are often more convenient and cost-effective. Examples include convenience sampling (selecting participants based on their accessibility), purposive sampling (selecting participants with specific characteristics relevant to the evaluation), or snowball sampling (asking participants to refer others who fit the criteria).

For this study a non-probability sampling technique such as convenience sampling can be utilized due to its practicality and cost-effectiveness. This technique involves selecting participants based on their accessibility and willingness to participate in the evaluation.

To implement convenience sampling, individuals who have been exposed to the radio program and are interested in mental health and reconciliation topics can be approached. This could include program listeners who have actively engaged with the content or individuals who have shown interest in mental health and reconciliation initiatives.

The advantage of convenience sampling in this context is that it allows for a relatively quick and convenient recruitment process. It can be particularly useful when time and resources are limited. However, it's important to note that convenience sampling may introduce biases and limit the generalizability of the findings, as participants may not represent the entire target population.

To mitigate potential biases, efforts can be made to diversify the sample by including participants from different age groups, genders, socioeconomic backgrounds, and geographic locations. Additionally, incorporating a variety of perspectives through purposive sampling, where individuals with specific characteristics or experiences related to mental health and reconciliation are intentionally included, can enhance the richness and depth of the evaluation results.

While convenience sampling may not provide a representative sample of the entire population, it can still offer valuable insights into the effectiveness and reception of the "Ye Erq Maed" radio program.

3.4 Data gathering procedure

To gather data from the sample group, an online communication method was utilized to administer a questionnaire comprising both open-ended and closed-ended questions. To ensure participants' understanding and accurate completion of the questionnaire, clear instructions were provided on how to carefully read and fill out the questionnaire. The researcher promptly collected the completed questionnaires from the participants.

The questionnaire distributed to 52 responders from Akaki kaliti Sub city Woreda 12 included Radio program staffs and interns from the "Ye erq maed" social enterprise. Out of the total participants, 51 respondents successfully completed the questionnaire, resulting in a return rate of 98%. In addition to the quantitative data collected through the questionnaire, qualitative data was also gathered through interviews. Two key informants were interviewed, including a journalist who presents the program and a Psychotherapist who is also Internship program coordinator at the moment at the social enterprise which the radio program production is a part of. These interviews provided valuable insights and perspectives related to the program's content and implementation.

3.5 Data analysis and presentation

The qualitative data obtained through in-depth interview was analyzed and presented by narrative form. Whereas, quantitative raw data from questionnaire analyzed by Google forms which shows every detail of respondents and presents the data obtained in charts, tables and graphs with significantly enhanced efficiency and accuracy of data collection for researchers.

3.6 Background of the study area

The study was conducted in Akaki Kality sub city Wored 12. The Woreda being a departure point has been found as a place where participants may come from diverse background and familiarity with the program discussed makes it ideal setting for evaluating the "Ye Erq Maed" radio program's impact on mental health and reconciliation. The area's unique characteristics provide researchers with a rich and dynamic environment to assess the program's effectiveness in promoting positive change and addressing the specific needs of its residents.

3.6.1. Rationale for selecting the study area

Woreda 12 in Akaki Kality sub city was chosen as the study area for several reasons. Firstly, the researcher has a personal connection to the Woreda as a resident. Additionally, the area is well-known as a departure point and bus station for other cities, where radio programs are often played on high-pitched speakers in the nearby boutiques and shops. The bustling nature of the area, with its numerous passengers, residents, taxi drivers, and bus drivers, ensures that respondents are regularly exposed to the program. This makes Woreda 12 an advantageous location for studying the effect of the program due to its convenient accessibility and high exposure rates among the target audience.

3.7 Ethical consideration

In evaluating the "Ye Erq Maed" radio program, ethical considerations were prioritized to protect the privacy and well-being of all participants. The following measures were implemented:

Confidentiality and Anonymity were implemented. The researcher respected the privacy of all questionnaire respondents, interviewees and other participants. They assured participants that

their responses would remain confidential and would not be disclosed or exposed to anyone. Questionnaires were designed with names but mentioning the name was made optional, and participants' unique identities would not be revealed. Participants were informed that they had the right to decline answering any questions they were uncomfortable with. They were not forced to provide responses that made them feel uneasy or violated their privacy. They took part voluntarily.

Before conducting interviews, the researcher sought the willingness of participants to have their information tape-recorded and their photographs taken. This ensured that participants had the opportunity to give their consent for the use of their audio recordings and images in the research, respecting their autonomy and right to control their own data. To maintain academic integrity and avoid plagiarism, all sources used in the thesis were properly accredited. This practice ensured that any information or ideas obtained from external sources were appropriately cited, avoiding plagiarism in any form.

3.8 Validity and reliability

To ensure the validity and reliability of the research methodology, the survey and interview questions were developed in consultation with experts in mental health, reconciliation, and media studies to ensure content validity and accurately capture the relevant constructs. Validated scales and theoretical frameworks related to mental health literacy, reconciliation processes, and media impact were utilized to establish construct validity. The sample selection process employed appropriate sampling techniques to enhance external validity and representativeness of the target audience. Internal consistency measures (e.g., Cronbach's alpha) were calculated for survey scales, and test-retest reliability was assessed by administering the survey to a subset of participants at two different time points. For in-depth interviews, interviewers followed a consistent protocol, and inter-rater reliability was evaluated. Detailed documentation of procedures and any deviations was maintained to ensure transparency and replicability of the research process.

CHAPTER FOUR

4. Findings and Discussion

This chapter is devoted to presenting and discussing the results that were obtained from data that was gathered through, interviews, and questionnaires. The results of the questionnaire are displayed using a table and a graph. Results from in-depth interviews are presented as descriptive narrative.

4.1 Presentation of quantitative results

4.1.1 The socio-demographic attributes of the participants

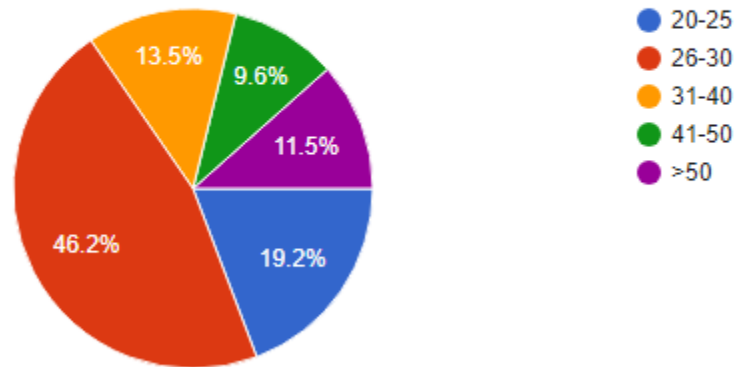
Table 1: socio-demographic characteristics of respondents in Addis Ababa

Variables	No. of respondents	Percent 100%
Age	52	
20-25	10	19.2
26-30	24	46.2
31-40	7	13.5
41-50	5	9.6
>50	6	11.5
Gender	51	
Female	27	52.9
Male	24	47.1
Educational Status	51	
Elementary	2	3.9
High School	9	17.6
Bachelor degree	29	56.9
Master's Degree	10	19.6
PHD	1	2.0

Pie chart 1: Respondent’s age group

Age

52 responses



The above pie chart represents the age distribution of 52 respondents. A total of 51 responders from Addis Ababa and 1 returnee from the Republic of South Africa were included in the study.

The largest segment colored in orange, makes up 46.2% of the respondents (24) people and represents the age group of 26-30 years old. The segment represented in yellow for the 31-40 age groups (7) is 13.5%. And the blue is for the 20-25 age group (10) people which show 19.2%.

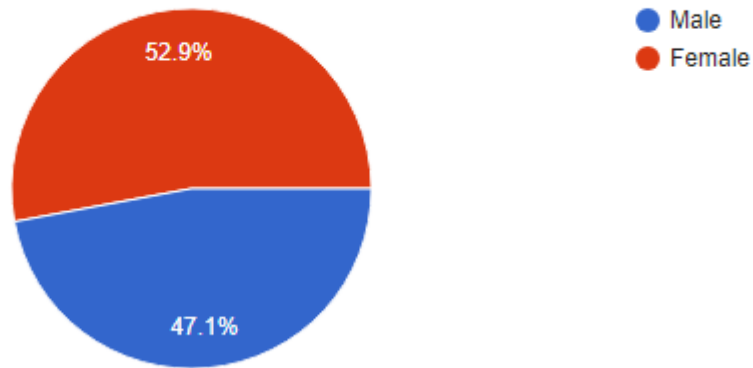
The green slice, representing the 41-50 age group which consists of (5) people, accounts for a minor portion of the respondents which is 9.6. Finally, the purple indicates that only a very a percentage of 11.5% (6 people) of the respondents fall into the 50 years or above age category.

Overall, the chart clearly shows that the majority of respondents are young adults between 26-30 years old, with decreasing representation from the other age groups as they move higher or lower from that range.

Pie chart 2: Respondent's Gender

Gender

51 responses



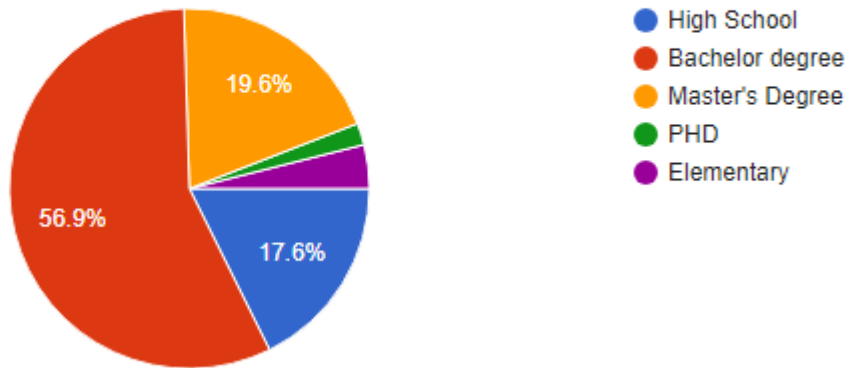
The above pie chart displays the gender distribution of 51 respondents.

The larger Red slice, comprising 52.9% of the respondents (27) people, represents females. The smaller blue slice, making up 47.1% of the respondents (24) people, represents males. Therefore, the data shows that there were more female respondents than male respondents in the surveyed group, with females accounting for nearly 53% of the total respondents.

Pie Chart 3: Respondent’s Educational Background

Educational Background:

51 responses



The pie chart represents the educational background of 31 respondents.

The largest red slice, comprising 56.9% of the respondents (29) people, indicates those with a Bachelor's degree as their highest educational qualification. The yellow slice, making up 19.6% of the respondents (10) people, represents individuals with a Master's degree. The blue slice (9 people), accounting for 17.6% of the respondents, corresponds to those whose highest education level is high school. The smallest green indicates 1 respondent has a PHD qualification and the purple indicates (2 people) or 3.9% has an elementary education level.

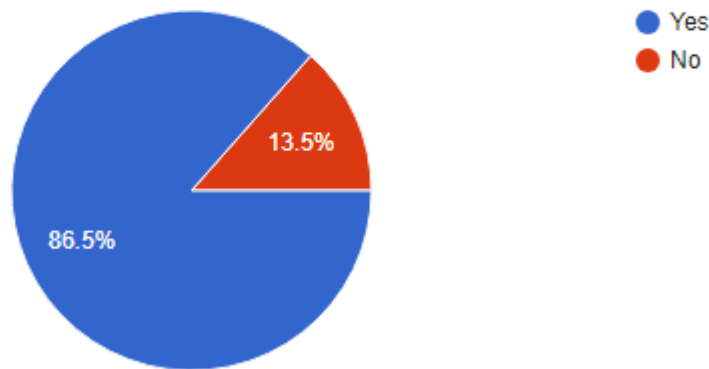
Overall, the chart clearly shows that the majority of respondents have a Bachelor's degree, followed by a considerable portion with a Master's degree. High school, elementary and PhD degree holders make up smaller segments of the surveyed group's educational backgrounds.

4.1.2 Respondent's Familiarity with Ye Erq Maed radio program

Pie chart 4: respondent's familiarity with the program

1. Are you familiar with the 'Ye Erq Maed' radio program?

52 responses



The pie chart displays the familiarity of respondents with the "Ye Erq Maed" radio program.

Out of the total 52 responses, the majority, which is 86.5% (45 respondents), indicated that they are familiar with the "Ye Erq Maed" radio program. On the other hand, 13.5% (7 respondents) stated that they are not familiar with this particular radio program.

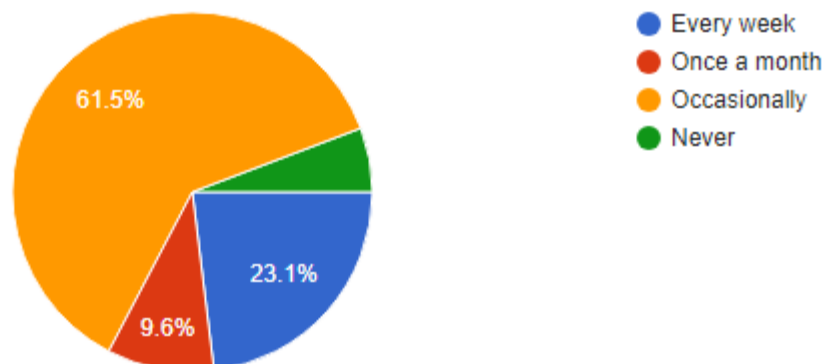
Therefore, the data shows that a considerable portion of the surveyed group is aware of and familiar with the "Ye Erq Maed" radio program, while a smaller percentage is unfamiliar with it.

4.1.3 Respondents' listening frequency

Pie chart 5: listening frequency

2.How frequently do you listen to the "Ye Erq Maed" radio program that focuses on mental health and family?

52 responses



This pie chart displays the frequency with which 52 respondents listen to the "Ye Erq Maed" radio program that focuses on mental health and family topics.

The largest orange slice, comprising 61.5% of the respondents, indicates that the majority listen to the program occasionally. The blue slice represents 23.1% of respondents who listen to the "Ye Erq Maed" program every week. The red slice, making up 9.6% of respondents, shows those who listen once a month. Finally, the smallest green slice at 6.3% represents the respondents who have never listened to this program.

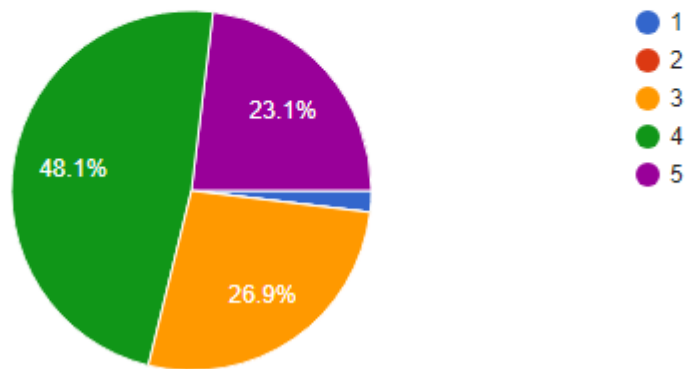
The chart provides an overview of the listening habits and exposure of the surveyed group to this particular radio program covering mental health and family-related content.

4.1.4 Respondents' Ratings of the 'Ye Erq Maed' Radio Program's Quality in Addressing Mental Health and Family Topics

Pie chart 5: Quality in addressing mental health and family

3. On a scale of 1 to 5, how would you rate the overall quality of the "Ye Erq Maed" radio program in addressing mental health and family topics? (1 - Very poor, 5 - Excellent)

52 responses



The pie chart shows the ratings given by 52 respondents on a scale of 1 to 5 for the overall quality of the "Ye Erq Maed" radio program in addressing mental health and family topics.

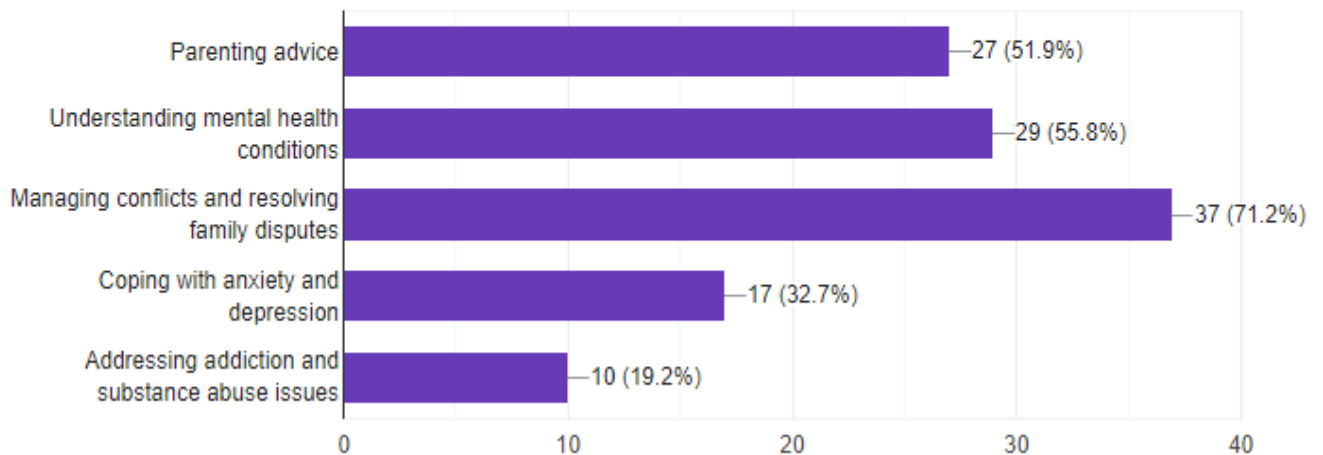
The largest slice, in green, represents 48.1% of respondents who gave a rating of 4, indicating excellent quality. The purple slice shows that 23.1% of respondents rated the program as a 5 on the scale. The orange slice indicates that 26.9% of respondents gave a rating of 3. Finally, the smallest slice in blue represents those who rated the program as a 1, or very poor quality, in addressing mental health and family topics.

4.1.5 Topics on Mental Health and family discussed in the "Ye Erq Maed" radio program respondents' found most valuable

Graph 1: Topics respondents found valuable

4. Which specific topics related to mental health and family covered in the "Ye Erq Maed" radio program do you find most valuable? (Select all that apply)

52 responses



The graph shows the responses from participants regarding which specific topics related to mental health and family they find most valuable as covered in the "Ye Erq Maed" radio program.

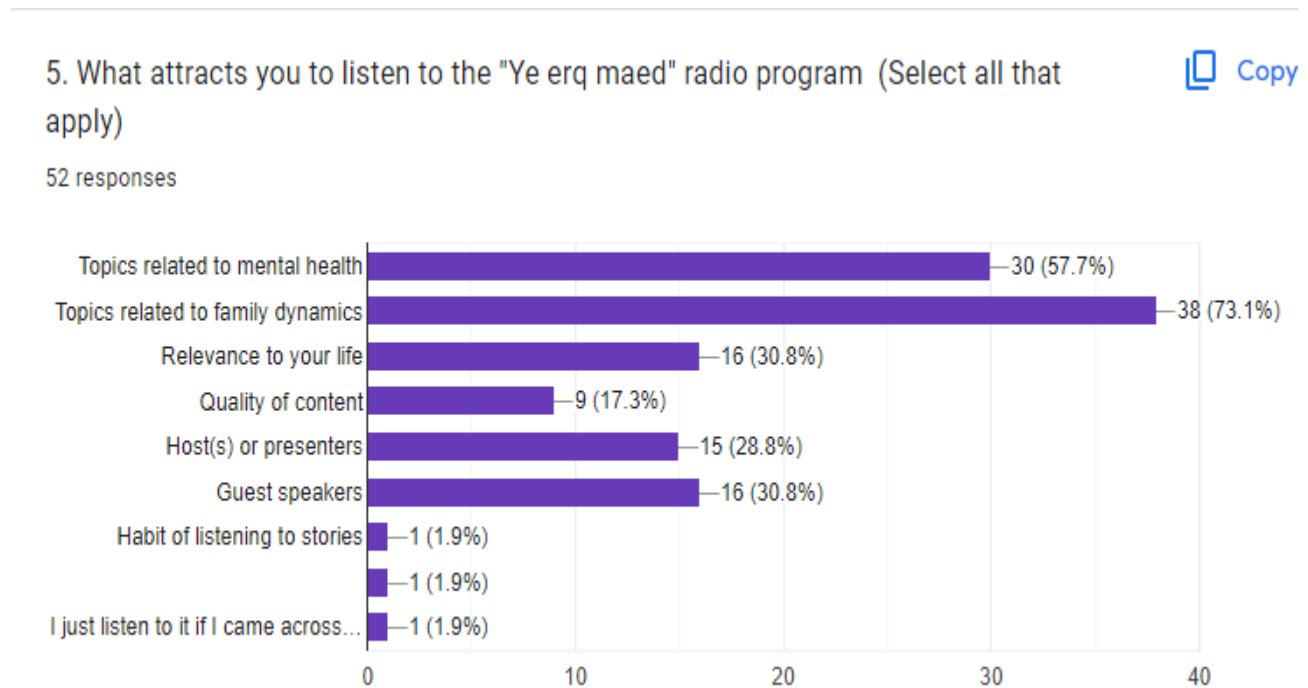
Out of 52 responses: Managing conflicts and resolving family disputes: This topic was selected by 37 respondents (71.2%), indicating it was the most valuable topic covered in the program. Understanding mental health conditions: 29 respondents (55.8%) valued the program's coverage. Parenting advice: 27 respondents (51.9%) found parenting advice to be a valuable topic covered. Coping with anxiety and depression 17 respondents (32.7%) considered this topic as valuable. Addressing addiction and substance abuse issues also selected by 10 respondents (19.2%) as a valuable topic.

The graph highlights that managing conflicts and resolving family disputes was the most valued topic according to the respondents, followed by understanding mental health conditions and

parenting advice. Coping with anxiety/depression and addressing addiction issues were seen as relatively less valuable compared to the other topics by this group of respondents.

4.1.6 Attributes that attracts respondents to listen to the program

Graph 2: Attributes of the program that attracts listeners



The graph shows that top and least reasons attracting listeners to the "Ye Erq Maed" radio program. 38 people (73.1 % of respondents) are attracted by topics related to family dynamics. 30 people (57.7% of respondents) selected topics related to mental health.

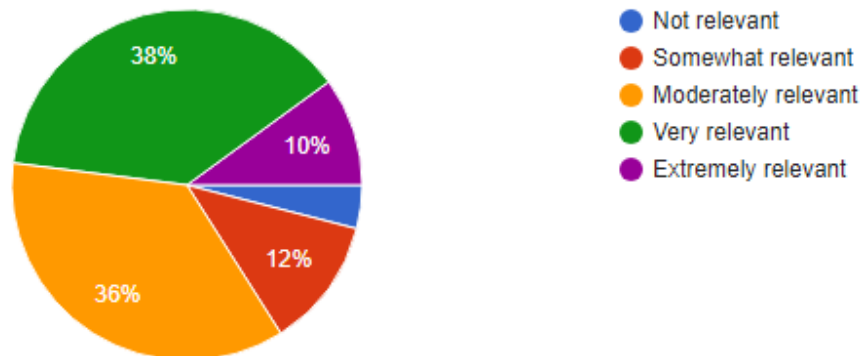
Other reasons like relevance to listeners' lives with 16 responses (30.8%) and guest speakers also with 16 responses (30.8%), hosts/presenters with 15 responses (28.8%), quality of content with 9 responses (17.3%). The least cited reasons were habit of listening to stories and just listening if they came across the program, each with only 1 response (1.9% of respondents). Note that respondents could select more than one answer in this question.

4.1.7 Respondents' opinion on relevance of the topics to mental health and family

Chart 6: Relevance

6. How relevant do you find the topics discussed on the "Ye erq maed" radio program related to mental health and family?

50 responses



The pie chart shows the relevance of the topics discussed on the "Ye erq maed" radio program related to mental health and family, as rated by the respondents.

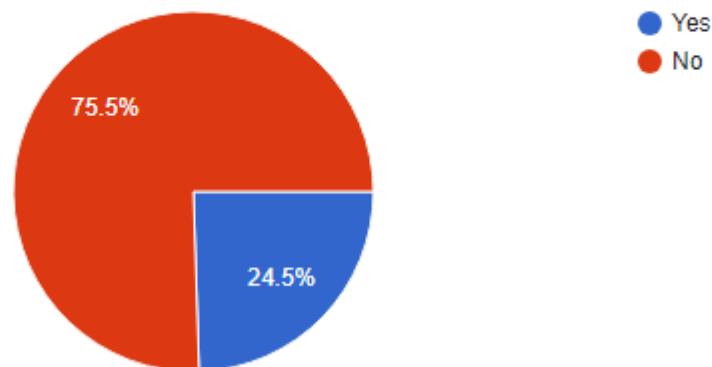
The largest green slice, representing 38% of respondents, found the topics very relevant. Another 36% of respondents with yellow slice found the topics moderately relevant to mental health and family matters. 10% of respondents rated the topics as extremely relevant, while another 12% found them somewhat relevant. The smallest slice, representing 4% of respondents, did not find the topics relevant at all. Overall, the chart indicates that the vast majority of respondents (96%) found the topics covered on the "Ye erq maed" program to be at least somewhat relevant to mental health and family issues, with (84%) rating them as moderately relevant or higher.

4.1.8 Action taken by respondents' after listening to the program

Chart 7: Action taken

7. Have you ever taken any actions or sought help related to mental health or family issues as a result of listening to the "Ye erq maed" radio program?

49 responses



The pie chart displays the responses to the question "Have you ever taken any actions or sought help related to mental health or family issues as a result of listening to the 'Ye erq maed' radio program?"

The larger Red slice, which makes up 75.5% of the pie, represents those who responded "No" - they have not taken any actions or sought help due to the program.

The smaller blue slice, making up 24.5% of the pie, represents those who answered "Yes" - they have taken some kind of action or sought help related to mental health or family issues after listening to the "Ye erq maed" radio program.

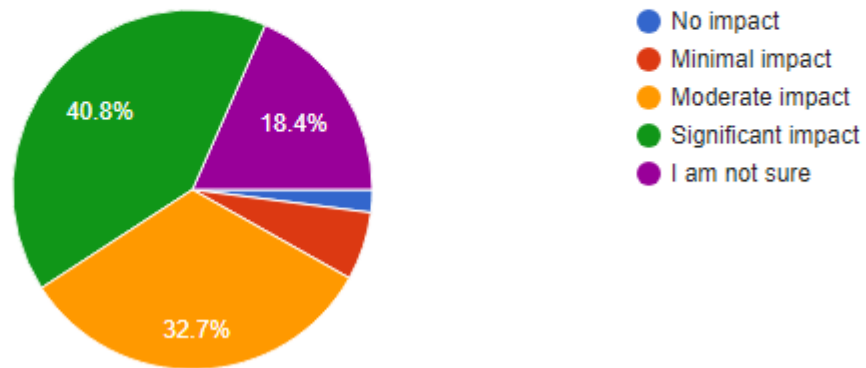
So while the majorities (75.5%) of respondents have not been motivated to take concrete steps, there is still a notable portion (24.5%) who reported that listening to this program inspired them to take actions or seek assistance for mental health or family-related matters.

4.1.9 How respondents' rate impact of Ye erq maed radio program in promoting mental health and family relationships

Chart 8: Overall Impact

8. How would you rate the overall impact of the "Ye erq maed" radio program in promoting mental well-being and healthy family relationships?

49 responses



The pie chart displays how respondents rated the overall impact of the "Ye erq maed" radio program in promoting mental well-being and healthy family relationships.

The largest slice in green (40.8%) represents those who believe the program has a significant impact in this area.

The second largest slice in yellow (32.7%) indicates respondents who feel the program has a moderate impact.

The purple slice (18.4%) reflects those who are not sure about the level of impact.

The red slice (6.1%) represents respondents who think the program has only a minimal impact.

The smallest blue slice (2%) corresponds to those who believe the program has no impact at all in promoting mental well-being and healthy family relationships.

Overall, the majority of respondents (73.5%) perceive the "Ye erq maed" radio program as having a moderate to significant positive impact, while around 19% are unsure of its impact, and only a small minority (8.1%) feel it has minimal or no impact in this domain.

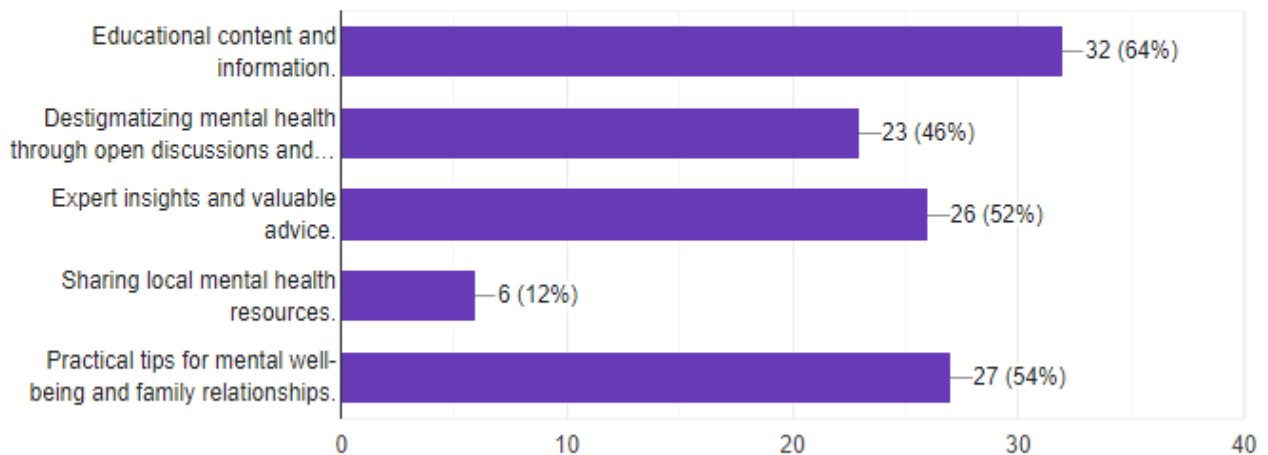
4.1.10 Contribution of the program in promoting mental health awareness and well-being among listeners

Graph 4: Contribution of the program in promoting mental health awareness and well-being among listeners

9. How does the 'Ye Erq Maed' radio program contribute to promoting mental health awareness and well-being among its listeners? (Select all that apply)



50 responses



The graph displays the ways in which the "Ye Erq Maed" radio program contributes to promoting mental health awareness and well-being among its listeners, as reported by the respondents.

The most frequently selected contribution, chosen by 32 respondents (64%), is "Educational content and information" provided by the program.

The second most selected option with 27 respondents (54%) is "Practical tips for mental well-being and family relationships." The third most contribution selected by 26 respondents (52%), is "Expert insights and valuable advice" as well as

The fourth most contribution, selected by 23 respondents (46%), is "De-stigmatizing mental health through open discussions and sharing personal stories."

The least selected contribution, chosen by 6 respondents (12%), is "Sharing local mental health resources."

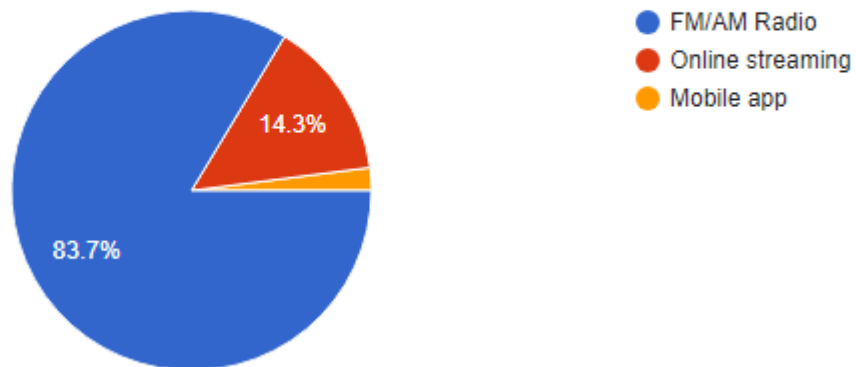
Overall, the graph highlights that the radio program promotes mental health awareness through educational content, open discussions to reduce stigma, expert guidance, practical tips, as well as sharing local mental health resources, though the latter was less frequently cited by respondents.

4.1.11 Respondents' access channel to the program

Chart 9: Access Method

10. How do you usually access the "Ye erq maed" radio program?

49 responses



The pie chart shows how respondents usually access the "Ye erq maed" radio program.

The largest blue slice, comprising 83.7% of the responses, indicates that the majority accesses the program through traditional FM/AM radio broadcasts.

The red slice, making up 14.3% of responses, represents those who access the program via online streaming services.

2% of respondents reported accessing the program through a mobile app.

In summary, while a small portion utilizes online streaming, the vast majority of respondents still tune into the "Ye erq maed" radio program through conventional FM/AM radio channels, with mobile app access not being a popular method among these respondents.

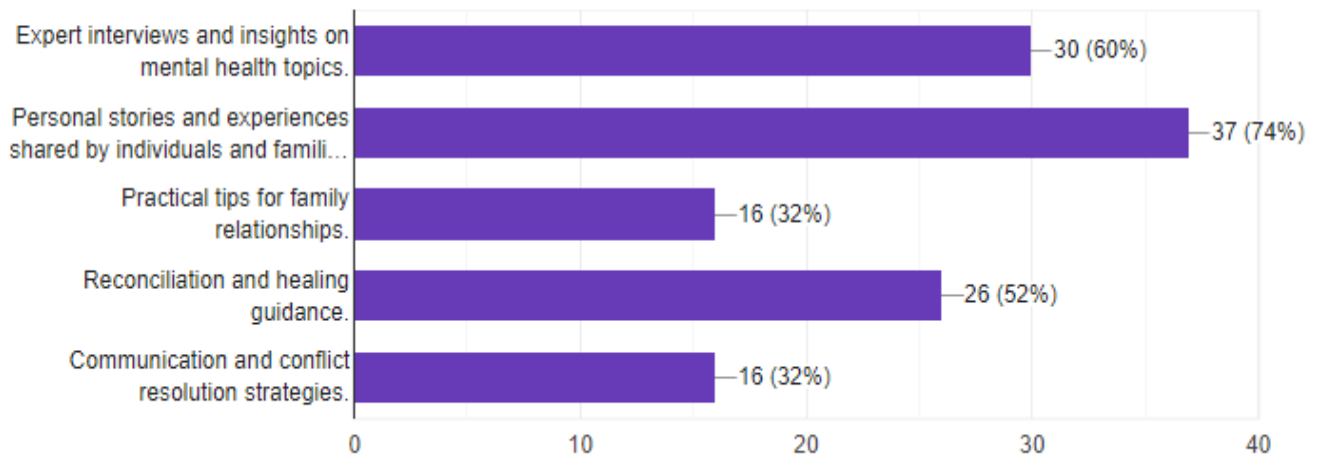
4.1.12 Aspects of the "Ye erq maed" radio program that respondents find most valuable

Graph 5: Aspects of the program that respondents find most valuable

11. What aspects of the "Ye erq maed" radio program focusing on mental health and family do you find most valuable? (Select all that apply)



50 responses



The graph shows the aspects of the "Ye erq maed" radio program focusing on mental health and family that respondents find most valuable. Respondents could select multiple options.

The most frequently selected valuable aspect, chosen by 37 respondents (74%), is "Personal stories and experiences shared by individuals and families."

The second most valuable aspect, according to 30 respondents (60%), is "Expert interviews and insights on mental health topics"

The third valuable aspect selected by 26 respondents (52%), is "Reconciliation and healing guidance."

Two aspects tied for the least valuable, each selected by 16 respondents (32%): "Practical tips for family relationships" and "Communication and conflict resolution strategies."

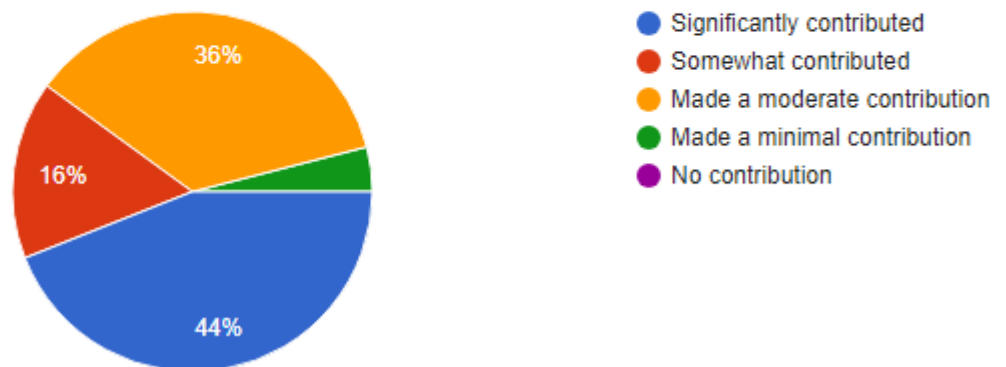
Overall, the personal stories and shared experiences emerged as the most valued component, followed by expert insights on mental health topics and reconciliation guidance, practical family tips, and communication strategies related to mental health and family dynamics covered by the radio program.

4.1.13 Respondents' opinions on how the "Ye Erq Maed" radio program has contributed to promoting mental health awareness within the community

Chart 10: Contribution

12. In your opinion, how has the "Ye Erq Maed" radio program contributed to promoting mental health awareness within the community?

50 responses



The pie chart depicts respondents' opinions on how the "Ye Erq Maed" radio program has contributed to promoting mental health awareness within the community.

The largest blue slice, representing 44% of respondents, indicates that the plurality felt the program made a significant contribution to raising mental health awareness.

The second largest yellow slice, at 36%, represents those who believe the program moderately contributed to this goal.

The red slice, comprising 16% of respondents, felt the program only somewhat contributed.

A small green slice of 4% felt the program made a minimal contribution.

No respondents selected that the program made no contribution at all to promoting mental health awareness in the community.

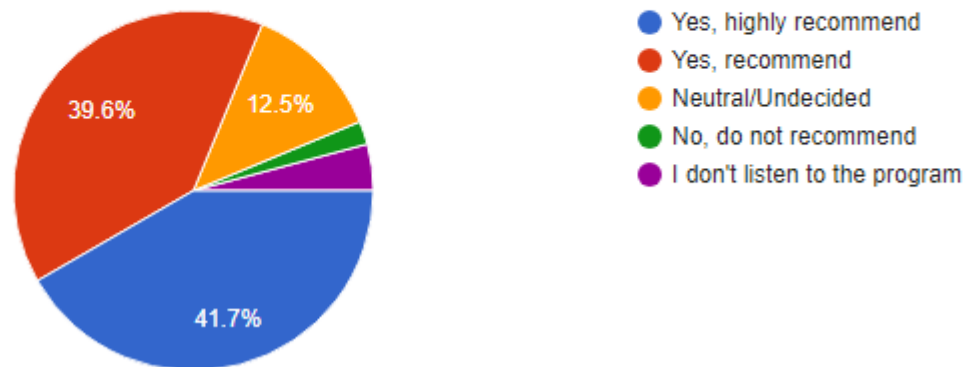
Overall, the vast majority (96%) acknowledged at least some level of positive contribution from the "Ye Erq Maed" program in raising mental health awareness, with over three-quarters (80%) citing a moderate or significant contribution in this regard.

4.1.14 Respondents' recommendation of the program

Chart 11: Recommendation

13. Would you recommend the "Ye Erq Maed" radio program to others interested in mental health, family dynamics, and reconciliation?

48 responses



The pie chart displays respondents' willingness to recommend the "Ye Erq Maed" radio program to others interested in topics related to mental health, family dynamics, and reconciliation.

The largest blue slice at 41.7% represents those who would highly recommend the program.

The second largest red slice, comprising 39.6% of respondents, indicates they would recommend the program to others.

A smaller yellow slice of 12.5% reflects respondents who are neutral or undecided about recommending it.

A very small green slice of 2.1% suggests they would not recommend the program. And also another very small purple slice of 4.2% selected the option of not listening to the program at all.

Overall, the data shows that the vast majority (81.3%) would either highly recommend or simply recommend the "Ye Erq Maed" program to others seeking content on mental health, family issues, and reconciliation. Only a small minority expressed a lack of enthusiasm for recommending the program.

4.2. Discussion of qualitative results

In this section of the chapter, the focus is primarily on presenting qualitative data obtained through in-depth interviews.

Produced by Erk Mead Media and Communication, formerly known as Posterity Psychological Therapy and Training Center, the "Ye Erq Maed" program has made significant strides in raising awareness, providing education, and offering practical guidance on mental health and family reconciliation. Through a comprehensive qualitative evaluation, this study aims to explore the program's objectives, content development processes, audience engagement strategies, and perceived impact from the perspective of its producers.

By conducting in-depth interviews with the program's creators and analyzing their responses, this research seeks to uncover valuable insights into the challenges, successes, and best practices employed in tackling these sensitive and deeply personal topics through the medium of radio. The qualitative findings presented herein shed light on the program's innovative approach, its role in destigmatizing mental health conversations, and its potential to foster positive change within families and communities in Ethiopia.

The introduction can be followed by sections detailing the methodology, such as the interview process, data collection, and analysis methods used in the qualitative evaluation. Subsequent sections can then delve into the key qualitative findings, organized around themes such as program goals and objectives, content development processes, audience engagement strategies, navigating sensitive topics, impact on listeners, future plans, and best practices or recommendations.

By presenting the qualitative results in a structured manner, this study aims to provide a comprehensive understanding of the "Ye Erq Maed" radio program's pioneering efforts in addressing mental health and family reconciliation, while also offering valuable insights and lessons for other media initiatives seeking to responsibly and effectively tackle these critical issues.

Based on the interview questions and company profile provided, here is a qualitative summary of the "Ye Erq Maed" radio program and its impacts:

The researcher interviewed the two key informants, MC of the program who is a Journalist Informant 1 and a Psychotherapist who is also Internship program coordinator at the moment at the social enterprise Informant 2. Both give their insights briefly. Informant 1 was interviewed on Feb 12, 2024 whereas Informant 2 was interviewed on February 15, 2024.

4.2.1 Initiation and launch of Ye Erq maed Radio Program radio program

With a vision of fostering a society that can positively address social and psychological issues, the program leverages the power of radio to disseminate expert insights, share personal stories, and offer practical guidance on mental well-being and family dynamics. The program's content development process involves consulting mental health professionals, counselors, and other relevant experts to ensure accuracy and quality.

Informant 2 explained:

“The program started by two ambitious individuals who want to see a society that positively handles social and psychological problems Endalk Assefa and Tigist Waltenigus in 2006. They bring the idea in to discussion while they were attending Addis Ababa University School of social science.”

The founders in collaboration with other partners has performed so much in offering psychological trainings to young people, counseling couples in marriage crisis, motivational trainings, handle children with trauma. Erk Mead Media and Communication (Posterity) Plc is the first organization to start live radio reconciliation programs among divorced couples and creating psychological awareness in the society through live radio programs in cooperation with Fana Broadcasting incorporate S.C since 2006. (Ye Erq maed company profile 2022)

4.2.2 Goals and objectives of the "Ye Erq Maed" radio program

The primary goals of the program appear to be raising awareness about mental health issues, reducing stigma, and providing guidance on navigating family relationships and conflicts.

Education, Mental health and media are the company's main focus areas.

"The primary purpose of sharing these stories is to educate and create awareness among people. Our vision revolves around social work and providing economic support to those in need. By assisting the individuals who appear on our program, we believe we are extending help to those who are facing various challenges." Informant 1 empathizes deeply with the situations faced by some of the guests, recognizing the importance of offering support and understanding during their struggles.

Promoting healthy role in destigmatizing mental health issues:

The program seems to play a pioneering role in destigmatizing mental health conversations in Ethiopia. By openly discussing topics like depression, anxiety, trauma, and other psychological issues on a public platform, the producers are helping to normalize these conversations and challenge societal stigma surrounding mental well-being.

4.2.3 Selection of the specific mental health and family relationship topics

Content Development Process:

The producers likely follow a rigorous process of selecting relevant mental health and family topics based on community needs, expert consultations, and listener feedback. Ensuring accuracy involves thorough research and collaboration with mental health professionals, counselors, and other subject matter experts.

Informant 1 explained how the program presenters select their topics:

"Our team holds a weekly meeting to plan and discuss upcoming episodes of our radio show. During these meetings, we thoroughly analyze previous episodes and carefully consider the content to be included in the next episode. With a keen eye on current social, political, and economic affairs, we strive to develop programs that raise societal awareness. In line with the

chosen topics, we also extend invitations to relevant guests who can provide valuable insights and expertise.”

4.2.4 Expert sources consulted to ensure the accuracy and quality of the program

Culturally Relevant and Contextualized Content:

Given the diverse cultural and social norms in Ethiopia, the program likely puts significant effort into contextualizing its content to resonate with various communities. The producers may consult community leaders, cultural experts, or conduct audience research to ensure their approach is culturally relevant and impactful.

Family-Centric Approach to Mental Well-being:

The program's focus on family relationships and reconciliation highlights its holistic approach to mental well-being. By addressing interpersonal dynamics, communication patterns, and conflict resolution within families, the program acknowledges the interconnectedness of individual mental health and family systems.

Therapeutic Modalities and Intervention Techniques:

To effectively guide listeners through mental health challenges and family conflicts, the producers potentially incorporate various therapeutic modalities and intervention techniques. These may include elements of cognitive-behavioral therapy, family systems therapy, mediation practices, or evidence-based strategies for improving communication and coping skills.

Informant 2 said:

“There are three rooms which clients who came after listening to the radio program or people who simply came to the center to get counseling service can be accommodated in. First they fill forms and then they’ll proceed their therapy session”

Informant 2 added:

“We cross check everything here in our center before taking guests on air. We diagnose his/her mental status to examine genuinity of the guest. We examine his speech, actions etc. Then psychologists and experts on the field do screening and try to confirm everything”

Communication, coping strategies, and reconciliation within families seem to be a core objective.

Collaborative Approach with Mental Health Professionals:

The program's commitment to accuracy and quality suggests a collaborative approach with mental health professionals, counselors, and other experts in the field. This interdisciplinary collaboration not only ensures credible content but also provides opportunities for capacity-building and knowledge-sharing within the mental health community.

Additionally the company has a community development program

4.2.5 Program approach

How do you approach discussing mental health and family issues in a way that is accessible, engaging, and non-stigmatizing for your listeners?

Audience Engagement and Accessibility:

A key focus is making complex psychological concepts accessible and engaging for the general audience. The producers aim to discuss sensitive topics in a non-stigmatizing manner, using relatable real-life stories, open dialogues, and culturally appropriate language.

Addressing Intersectional Issues:

Mental health and family dynamics can be influenced by various intersecting factors such as gender, socioeconomic status, age, or cultural backgrounds. The program may explore how these intersectional issues shape experiences and provide tailored guidance to address the unique challenges faced by different groups within the community.

Encouraging Help-Seeking Behavior:

In addition to raising awareness, the program likely plays a crucial role in encouraging help-seeking behavior among listeners struggling with mental health issues or family conflicts. By providing information on available resources, support services, and highlighting the importance of seeking professional support when needed, the program can facilitate access to care.

Informant 2 said:

“The program escalated to a company who helps people who struggles with mental health, divorce, abuse and family issues which shows the dedication and commitment the presenters.”

Capacity-Building for Community Support Systems:

Beyond the radio program itself, the producers may also be involved in capacity-building efforts to strengthen community support systems. This could include training initiatives for young people, couples, women, community leaders, volunteers, or paraprofessionals to better support individuals and families in need of mental health or conflict resolution assistance which helps listeners and society as a whole to remain engaged and motivated.

4.2.6 Feedback or response received from listeners

Listener Response and Impact:

Initial feedback from listeners indicates that the program has contributed to raising mental health awareness within the community, with many respondents expressing appreciation for the program's educational value, open dialogue, and practical advice. Some listeners have even reported taking actions to improve their mental health or family relationships as a result of the program's content.

Informant 1 briefly explains the feedback from listeners and observation they drew from it.

“We have an extensive listener base of over 10 million individuals nationwide who continuously support and inspire us. Most of our listeners give us positive feedbacks while some of them advise us on quality of our program. It's noteworthy that a significant number of people who provide valuable feedback by calling or texting us through short numbers primarily come from rural areas. On the other hand, we have observed that individuals from urban areas are more inclined to visit our center to seek help or share their stories on our program. This distinction in engagement patterns between rural and urban areas adds to our understanding of our audience and helps us tailor our services to meet their specific needs.”

4.2.7 Challenges met while producing the program

The program adopts a sensitive yet accessible approach, using open discussions and destigmatizing language to engage listeners on deeply personal and sometimes controversial topics. By combining educational content with real-life narratives and actionable advice, the program strives to resonate with a wide audience while providing valuable resources.

Producing content on deeply personal and controversial subjects like mental illness, trauma, abuse, or family conflicts requires carefully navigating cultural sensitivities, language choices, and ensuring a respectful and non-judgmental approach.

While the program has faced challenges in balancing accuracy with entertainment value and navigating cultural sensitivities around mental health and family issues, the producers remain committed to enhancing and expanding the program's content to better serve their audience.

Maintaining scientific/clinical accuracy: Since the program covers sensitive mental health and family relationship topics, there is a need to present accurate, evidence-based information from credible sources. However, conveying complex psychological concepts or clinical details in an engaging and entertaining manner for a general audience can be challenging.

Avoiding sensationalism: While personal stories and real-life examples can make the content more relatable and engaging, there is a risk of sensationalizing or trivializing serious mental health issues or family problems for entertainment value.

Tone and language: Striking the right tone when discussing deeply personal and sometimes taboo subjects like mental illness, trauma, abuse, or family conflicts is crucial. The program likely has to navigate using language that is sensitive yet accessible, informative yet not too clinical or dry.

Informant 1 mentions the challenges the presenters face during the program:

“When guests with their story appear on the program and tell us their stories and pour their hearts while crying sometimes we become emotional, sad, get angry with alleged abuser who may be their partner or family members. But we try to keep our composure and be calm. We struggle to not take sides and blame the other person but since we’re professionals we try to

balance and navigate our way to positive dimensions. We are lucky it's not a TV program, we can hide our emotion as much as we can.”

Other challenges faced by the program producers and the social enterprise as a whole may include:

Cultural context: Ethiopia has diverse cultural and social norms surrounding mental health and family dynamics. Presenting information in an entertaining yet culturally appropriate and non-offensive manner could be a delicate balance.

Limited resources: As a social enterprise, the program may face resource constraints in terms of production values, talent, or creative capabilities to enhance the entertainment factor without compromising accuracy.

4.2.8 Balancing Education and Practical Guidance

The program strives to strike a balance between providing accurate educational information from credible sources and offering practical, actionable advice and guidance for listeners facing mental health or family relationship challenges

The producers likely face challenges in balancing the need for accurate, evidence-based information with the need to engage and entertain listeners. Maintaining a balance between educational content and more entertaining elements, while ensuring cultural sensitivity and avoiding sensationalism, may be an ongoing consideration.

Balancing educational segments with more entertaining elements like personal narratives, interactive discussions, or advice segments can be tricky. Maintaining the right pacing and flow to keep listeners engaged while still delivering substantive content may require careful formatting.

While entertainment can increase audience engagement and memorability, the core purpose of raising awareness and providing valuable guidance on serious topics like mental health and family relationships necessitates a strong emphasis on accuracy and sensitivity from the program producers.

4.2.9 Future Plans and Expansion

The producers likely have plans to enhance and expand the program's content, potentially incorporating new formats, segments, or interactive elements to further engage the audience and address a wider range of mental health and family topics.

“We want to produce high quality contents that engage and attract audience and to maximize air time in the long run” Informant 2 Added.

4.2.10 Impact Measurement and Evaluation

Assessing the program's effectiveness in raising awareness, reducing stigma, and providing valuable resources may involve various methods like listener surveys, tracking help-seeking behavior, or collaborating with mental health organizations and community groups for feedback.

4.2.11 Best Practices and Recommendations

Drawing from their experience, the key informants shared valuable insights and recommendations for other media outlets aiming to responsibly and effectively address mental health and family relationship matters. This may include guidance on research practices, collaborating with experts, handling sensitive topics, and fostering a supportive and inclusive dialogue.

“As a social enterprise we strive to help the community. We aim big but we start small. Helping community should be the main focus, profit comes second. As an expert I advise journalists and people who are trying to help the community to seek and deliver truth and address the needs in the society” Informant 2 concluded.

CHAPTER FIVE

5. Summary, Conclusions and Recommendations

This chapter provides a comprehensive summary of the study, presents the key findings and conclusions, and offers recommendations for future research on the topic of mental health and family reconciliation

Ye Erq Maed radio program has emerged as a pioneering initiative in Ethiopia, tackling the crucial yet often stigmatized topics of mental health and family reconciliation. Through this comprehensive qualitative evaluation, the study has uncovered valuable insights into the program's objectives, content development processes, audience engagement strategies, and perceived impact from the perspective of its producers.

The findings highlight the program's commitment to raising awareness, reducing stigma, and providing practical guidance on navigating mental health challenges and family conflicts. By leveraging the power of radio, the program has created a platform for open dialogues, shared personal narratives, and expert-driven education, making complex psychological concepts more accessible to a wide audience.

One of the program's key strengths lies in its rigorous content development process, which involves consulting mental health professionals, counselors, and subject matter experts to ensure accuracy and quality. Additionally, the producers prioritize culturally relevant and contextualized content, resonating with diverse communities and addressing intersectional issues that shape mental health and family dynamics.

While navigating sensitive and deeply personal topics presents challenges, such as balancing educational content with entertainment value, maintaining cultural sensitivity, and avoiding sensationalism, the program has demonstrated a thoughtful and respectful approach. By incorporating therapeutic modalities, mediation practices, and evidence-based strategies, the program aims to empower listeners with practical tools for improving communication, coping skills, and fostering family reconciliation.

The positive feedback from listeners, including reports of improved mental health, help-seeking behavior, and strengthened family relationships, underscores the program's impact and potential for fostering positive change within communities. However, continuous evaluation and adaptation will be crucial to address evolving needs and overcome resource constraints.

As the program looks to the future, plans for expansion, incorporation of new formats, and capacity-building efforts for community support systems highlight its commitment to sustainable growth and far-reaching impact. The insights and recommendations shared by the producers offer valuable guidance for other media initiatives seeking to responsibly and effectively address mental health and family relationship matters.

Overall, the "Ye Erq Maed" radio program stands as a testament to the power of media in destigmatizing mental health conversations, promoting family reconciliation, and catalyzing positive societal change. Its innovative approach, coupled with a deep understanding of the sociocultural context, positions it as a model for similar initiatives aiming to create a more open, supportive, and informed community regarding mental well-being and healthy family dynamics.

5.1 Summary

The document presents comprehensive findings and discussion from a study that examined the "Ye Erq Maed" radio program, a pioneering initiative in Ethiopia that focuses on mental health and family-related topics. The findings are divided into quantitative and qualitative results, providing a holistic understanding of the program's reach, impact, and nuanced aspects.

The quantitative results section offers a detailed analysis of the respondents' socio-demographic characteristics, revealing a diverse range of participants from various age groups, educational backgrounds, and genders. This diversity underscores the program's broad appeal and relevance across different segments of society.

The study delves into respondents' familiarity with the program, their listening frequency, and their ratings of the program's quality in addressing mental health and family topics. The findings indicate a substantial listenership, with the majority of respondents being familiar with the program and appreciating its content quality.

The research explored the specific topics covered by the program that resonated most with respondents. Managing conflicts and resolving family disputes emerged as the most valuable topic, followed by parenting advice and understanding mental health conditions. This highlights the program's ability to address pressing issues that resonate with its audience's lived experiences and concerns.

Furthermore, the study examined the factors that attract listeners to the program, such as topics related to family relationship, mental health relevance, quality of content, hosts/presenters, and guest speakers. These insights provide valuable feedback for the program producers to enhance engagement and tailor content to meet audience preferences.

The quantitative findings also delved into respondents' perceptions of the program's relevance to mental health and family matters, revealing that the vast majority found the topics covered to be at least moderately relevant. This underscores the program's success in addressing pertinent issues that resonate with the audience's experiences and concerns.

Additionally, the study explored the actions taken by respondents after listening to the program, their assessment of its impact on promoting mental health and family relationships, and their willingness to recommend the program to others. These findings shed light on the program's potential to inspire positive changes and its growing influence within the community.

The qualitative results section presents rich insights obtained from in-depth interviews with key informants from the program's production team. This section covers the initiation and launch of the program, its goals and objectives, the content development process, and the expert sources consulted.

The interviews highlight the program's culturally relevant and contextualized approach, ensuring that the content resonates with diverse cultural norms and social contexts within Ethiopia. The family-centric approach to mental well-being is also explored, underscoring the program's holistic perspective in addressing family dynamics and their interconnectedness with mental health.

Furthermore, the qualitative results delve into the therapeutic modalities and intervention techniques employed by the program, shedding light on its adoption of evidence-based practices

and the integration of professional expertise. The collaborative approach with mental health professionals is also highlighted, emphasizing the program's commitment to accuracy, quality, and ethical considerations.

5.2 Conclusion

The "Ye Erq Maed" radio program has emerged as a pioneering and influential initiative in promoting mental health awareness, providing practical guidance, and fostering healthy family relationships within the Ethiopian community. The study's findings, encompassing both quantitative and qualitative data, paint a comprehensive picture of the program's impact, strengths, and potential areas for further growth.

The quantitative results demonstrate the program's substantial listenership, the perceived relevance and value of its content, and its ability to resonate with diverse segments of society. The program's coverage of topics such as conflict management, parenting advice, and understanding mental health conditions has struck a chord with its audience, addressing pressing concerns and providing practical guidance.

The qualitative insights shed light on the program's innovative approach, its culturally sensitive and contextualized content development process, and its collaboration with mental health professionals. The adoption of therapeutic modalities and evidence-based practices further enhances the program's credibility and effectiveness in addressing complex issues related to mental well-being and family dynamics.

Overall, the study suggests that the "Ye Erq Maed" radio program is making a significant impact in destigmatizing mental health conversations, empowering individuals and families, and contributing to the overall well-being of the Ethiopian community. Its holistic approach, which integrates mental health education, practical guidance, and a family-centric perspective, positions the program as a valuable resource and a catalyst for positive change.

5.3 Recommendations

To enhance the role of radio in supporting mental health and family reconciliation in Ethiopia, the subsequent recommendations are made. Most of the recommendation came from the respondents of the questionnaire.

- **Expand outreach and accessibility:** To further amplify the program's reach and impact, it is recommended to explore additional broadcast channels, leverage online platforms more extensively, and consider developing a mobile app for convenient access. This would cater to the evolving media consumption habits of diverse audiences, particularly younger generations, and enhance the program's accessibility across different segments of society.
- **Enhance local resource sharing:** While the program contributes significantly to mental health awareness, the findings indicate that sharing information about locally available mental health services, support groups, and resources was less frequently cited as a contribution. Increasing the dissemination of such information could empower listeners to seek appropriate assistance more readily, fostering a stronger support system within local communities.
- **Conduct follow-up studies:** To better understand the program's long-term impact and effectiveness, it is recommended to conduct follow-up studies that assess changes in attitudes, behaviors, and mental health outcomes among regular listeners over an extended period. Longitudinal data could provide valuable insights into the program's ability to catalyze sustained positive changes in mental well-being and family dynamics within the community.
- **Collaborate with other organizations:** Establishing strategic partnerships and collaborations with relevant organizations, such as mental health organizations, community groups, educational institutions, and government entities, could amplify the program's reach and influence. Such collaborations could facilitate knowledge-sharing, resource-pooling, and the development of complementary initiatives, creating a more comprehensive and coordinated approach to addressing mental health and family-related issues.
- **Incorporate listener feedback:** Regularly gathering and analyzing feedback from listeners through surveys, focus groups, or interactive platforms could provide invaluable insights

into the audience's evolving needs, preferences, and areas for improvement. This feedback loop could inform content development, topic selection, format adjustments, and overall programming strategies, ensuring that the program remains relevant, engaging, and responsive to its audience's needs.

- Explore multimedia and interactive formats: While the radio format has proven effective, exploring multimedia and interactive formats, such as podcasts, video content, interactive online platforms, or social media engagement, could further enhance audience engagement and provide additional avenues for disseminating mental health information and resources. This multi-channel approach could cater to diverse preferences and facilitate more immersive and interactive experiences, fostering deeper connections with the audience.
- Advocate for policy changes: Leveraging the program's influence and reach, the producers could consider advocating for policy changes and initiatives that promote mental health awareness, destigmatization, and improved access to mental health services within the Ethiopian context. By collaborating with policymakers, government agencies, and relevant stakeholders, the program could contribute to systemic changes that create a more supportive and inclusive environment for mental well-being.
- Develop specialized programming: Based on the insights gathered from the study, the program could consider developing specialized programming or dedicated segments that cater to specific audience segments or address niche topics within the broader themes of mental health and family dynamics. This could involve collaborating with subject matter experts, incorporating diverse cultural perspectives, or targeting specific age groups, such as youth or elderly populations.
- Foster community engagement: In addition to its broadcasting efforts, the program could explore opportunities for community engagement and outreach activities. This could involve organizing workshops, seminars, or support group meetings, where listeners and community members can directly interact, share their experiences, and receive personalized guidance and support. Such initiatives could further strengthen the program's connection with its audience and promote a sense of community ownership and involvement.

- Conduct training and capacity-building: To ensure the long-term sustainability and quality of the program, it is recommended to invest in training and capacity-building initiatives for the production team, hosts, and collaborators. This could involve workshops on effective communication techniques, cultural sensitivity, ethical considerations, and the latest developments in mental health research and practices. Continuous professional development would enable the program to maintain its high standards and remain at the forefront of addressing mental health and family-related issues.

By implementing these recommendations, "Ye Erq Maed" radio program can build upon its successes, address identified areas for improvement, and further solidify its position as a pioneering and impactful initiative that contributes to the overall well-being of the Ethiopian community.

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ANNEXES

Annex-I

ADDIS ABABA UNIVERSITY

School of Journalism and Communication- A Questionnaire Helps to Gather Data for Graduate Study Thesis.

I hope this message finds you well. My name is Remla Kedir, and I am conducting a research study as part of my MA Program at the University of Addis Ababa, School of Journalism and Communication. I am reaching out to invite you to participate in this important research study. I am doing my thesis under the supervision of Ato Amanuel Abdisa.

The purpose of this study is to evaluate a radio program. The study will involve the use of questionnaires to gather information from individual participants in Addis Ababa. The participants who choose to participate in the study will be asked a series of questions about "Ye erq maed radio program", which is a weekly radio program that focuses on mental health and reconciliation. The objective of the study is to examine the level of satisfaction among listeners, as well as its effectiveness in addressing mental health issues and promoting reconciliation. The study's findings will serve as a valuable resource for program improvement and contribute to the broader field of communication and mental health research.

Your valuable participation will contribute to a deeper understanding of Evaluating Ye Erq Maed radio program, and your insights will help the researcher gain valuable insights into discovering specifically how "Ye Erq maed" radio program' contribute to promoting mental health awareness and wellbeing among it's listeners and identifying the perception and experience of various listeners regarding the impact of "Ye Erq Maed" program on family relationship.

Your participation in this study is completely voluntary, and your responses will be treated with the utmost confidentiality. Your identity will remain anonymous. Your participation will involve 15-20 minutes of time.

If you are interested in participating, I will be grateful for your time and contribution. If you have any questions or concerns about the study, please feel free to reach out to me directly at remlakedir8865@gmail.com

Thank you for considering this invitation to participate in my research study. Your involvement will be immensely valuable, and I appreciate your time and consideration. Together, we can make a meaningful contribution to Evaluating Ye Erq maed radio program.

Sincerely,

Remla Kedir

remlakedir8865@gmail.com

- Name (Optional)-----

- Age

A) 20-25

B) 26-30

C) 31-40

D) 41-50

E) >50

- Gender

A) Male

B) Female

- Occupation

- Educational Background:

A) High School

B) Bachelor degree

C) Master's Degree

D) PHD

1. Are you familiar with the 'Ye Erq Maed' radio program?

A) Yes

B) No

2. How frequently do you listen to the "Ye Erq Maed" radio program that focuses on mental health and family?

- A) Every week
- B) Once a month
- C) Occasionally
- D) Never

3. On a scale of 1 to 5, how would you rate the overall quality of the "Ye Erq Maed" radio program in addressing mental health and family topics? (1 - Very poor, 5 - Excellent)

- A) 1
- B) 2
- C) 3
- D) 4
- E) 5

4. Which specific topics related to mental health and family covered in the "Ye Erq Maed" radio program do you find most valuable? (Select all that apply)

- A) Parenting advice
- B) Understanding mental health conditions
- C) Managing conflicts and resolving family disputes
- D) Coping with anxiety and depression
- E) Addressing addiction and substance abuse issues
- F) Sharing local mental health resources.
- G) Practical tips for mental well-being and family relationships.

5. What attracts you to listen to the "Ye erq maed" radio program (Select all that apply)

- A) Topics related to mental health
- B) Topics related to family dynamics
- C) Relevance to your life
- D) Quality of content
- E) Host(s) or presenters
- F) Guest speakers
- G) Other (specify) -----

6. How relevant do you find the topics discussed on the "Ye erq maed" radio program related to mental health and family?

- A) Not relevant
- B) Somewhat relevant
- C) Moderately relevant
- D) Very relevant
- E) Extremely relevant

7) Have you ever taken any actions or sought help related to mental health or family issues as a result of listening to the "Ye erq maed" radio program?

- A) Yes
- B) No

8) How would you rate the overall impact of the "Ye erq maed" radio program in promoting mental well-being and healthy family relationships?

- A) No impact
- B) Minimal impact
- C) Moderate impact
- D) Significant impact
- E) I am not sure

9. How does the 'Ye Erq Maed' radio program contribute to promoting mental health awareness and well-being among its listeners? (Select all that apply)

- A) Educational content and information.
- B) Destigmatizing mental health through open discussions and personal stories.
- C) Expert insights and valuable advice.
- D) Sharing local mental health resources.
- E) Practical tips for mental well-being and family relationships.

10. How do you usually access the "Ye erq maed" radio program?

FM/AM Radio

- A) Online streaming
- B) Mobile app
- Others (specify)-----

11. What aspects of the "Ye erq maed" radio program focusing on mental health and family do you find most valuable? (Select all that apply)

- A) Expert interviews and insights on mental health topics.
- B) Personal stories and experiences shared by individuals and families.
- C) Practical tips for family relationships.
- D) Reconciliation and healing guidance.
- E) Communication and conflict resolution strategies.

12. In your opinion, how has the "Ye Erq Maed" radio program contributed to promoting mental health awareness within the community?

- A) Significantly contributed
- B) Somewhat contributed
- C) Made a moderate contribution
- D) Made a minimal contribution
- E) No contribution

13. Would you recommend the "Ye Erq Maed" radio program to others interested in mental health, family dynamics, and reconciliation?

- A) Yes, highly recommend
- B) Yes, recommend
- C) Neutral/Undecided
- D) No, do not recommend
- E) I don't listen to the program

14. Is there anything that you find lacking or would like to see improved in the program?

Your Answer-----

15. Do you have any suggestions for additional topics or areas of focus that you would like the program to address in the future?

Your Answer-----

Annex- II

ADDIS ABABA UNIVERSITY

School of journalism and communication- An interview helps to gather data for Graduate study Thesis.

The purpose of this interview is to collect data for evaluating the radio program hosted by Ye Erq, which focuses on mental health and family reconciliation. Your participation in this interview is solely for research purposes, and any information you provide will be treated confidentially. Your responses are highly valuable to the success of this research. I sincerely appreciate your willingness to provide reliable and honest answers. Please note that with your consent, the researcher may record your voice using an audio recorder.

1. When did Ye Erq Maed radio program initially start? and how long has it been since its Launch?
2. What are the primary goals and objectives of the "Ye Erq Maed" radio program in terms of addressing mental health and family relationship topics?
3. How do you select the specific mental health and family relationship topics to cover in each episode or segment of the program?
4. What research or expert sources do you consult to ensure the accuracy and quality of the information presented on these sensitive subjects?
5. How do you approach discussing mental health and family issues in a way that is accessible, engaging, and non-stigmatizing for your listeners?
6. What kind of feedback or response have you received from listeners regarding the program's coverage of mental health and family relationship matters?
7. Are there any particular challenges or sensitivities you have to navigate when producing content on these deeply personal and sometimes controversial topics?
8. How do you strike a balance between providing educational information and also offering practical advice or guidance for listeners struggling with mental health or family relationship issues?
9. What future plans or goals do you have for enhancing or expanding the program's content related to mental health and family relationships?
10. How do you measure the impact or effectiveness of the program in raising awareness, reducing stigma, and providing valuable resources around these topics?
11. What advice or recommendations would you give to other media producers aiming to responsibly and effectively address mental health and family relationship matters?
12. Have you faced any challenges in terms of balancing the need for accurate information with the need to engage and entertain listeners?

Annex- III

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የጋዜጠኝነትና ኮሚኒኬሽን ትምህርት ክፍል ለድህረ ምረቃ ፕሮግራም ለመመረቁ ድህረ ምረቃ ማሰባሰቢያ የሚረዳ ቃለ-መጠየቅ

1. የዕርቅ ማዕድ የሬዲዮ ፕሮግራም አነሳስ እንዴት ነበር? ከተጀመረስ ምን ያህል ጊዜ አስቆጠረ?
2. የ "የዕርቅ ማዕድ" የሬዲዮ ፕሮግራም የአጸምሮ ጤና እና የቤተሰብ ግንኙነት ርዕሰ ጉዳዮችን ከማንሳት አንፃር ዋና አላማዎች እና ግቦች ምን ምን ናቸው?
3. እያንዳንዱ የፕሮግራሙ ክፍል የሚሸፍኑትን ልዩ የአጸምሮ ጤና እና የቤተሰብ ግንኙነት ርዕሰ ጉዳዮች እንዴት ነው የምትመርጡት?
4. በእነዚህ sensitive ጉዳዮች ላይ የቀረበውን መረጃ ትክክለኛነት እና ጥራት ለማረጋገጥ ምን ዓይነት ምርመራ ወይም የባለሙያ ምንጮችን ታማክራላችሁ?
5. የአጸምሮ ጤና እና የቤተሰብ ጉዳዮችን አድማጮን አሳታፊ ያደረገ ነው? አድማጮችን ለማወደድ በምን መልኩ ይቀርባሉ?
6. የፕሮግራሙ የአዕምሮ ጤና እና የቤተሰብ ግንኙነት ጉዳዮችን በተመለከተ ከአድማጮች ምን አይነት አስተያየት ወይም ምላሽ አግኝተዋል?
7. በእነዚህ ጥልቅ ግላዊ እና አንዳንድ ጊዜ አወዛጋቢ በሆኑ ርዕሰ ጉዳዮች ላይ ይዘትን በምታዘጋጅበት ጊዜ የምትሰጥላቸው ልዩ ተግዳሮቶች ወይም ስሜቶች አሉ?
8. ትምህርታዊ መረጃን በማቅረብ እና ከአጸምሮ ጤና ወይም ከቤተሰብ ግንኙነት ጉዳዮች ጋር ለሚታገሉ አድማጮች ተግባራዊ ምክር ወይም መመሪያ በመስጠት መካከል እንዴት ሚዛናቸውን እንዴት ትጠብቃለህ?
9. ከአጸምሮ ጤና እና ከቤተሰብ ግንኙነት ጋር የተያያዘውን የፕሮግራሙን ይዘት ለማሻሻል ወይም ለማስፋት ምን የወደፊት እቅዶች ወይም ግቦች አሉዎት?
10. ግንዛቤን በማሳደግ፣ መገለልን በመቀነስ እና በነዚህ አርእስቶች ዙሪያ ጠቃሚ ግብአቶችን በማቅረብ የፕሮግራሙ ተፅዕኖ ወይም ውጤታማነት እንዴት ይለካሉ?
11. የአጸምሮ ጤና እና የቤተሰብ ግንኙነት ጉዳዮችን በሃላፊነት እና በብቃት ለመፍታት በማቀድ ለሌሎች ሚዲያ አዘጋጆች ምን ምክር ወይም ምክሮችን ይሰጣሉ?
12. ትክክለኛ መረጃን ፍላጎት እና አድማጮችን ከማሳተፍ እና ከማዝናናት አስፈላጊነት ጋር በማመጣጠን ረገድ ምንም አይነት ፈተና አጋጥሞቻል?