



ADDIS ABABA UNIVERSITY

**ASSESSMENT OF THE NATURE OF NEWS CONTENT
ANALYSIS; THE CASE OF ADDIS MEDIA NETWORK
FM 96.3 RADIO PRIME TIME (AMESHASH MAE'D) NEWS**

BY

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Addis Media Network FM 96.3 Radio Prime Time
(Ameshash Mae'd) News

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Declaration

I, the undersigned, declare that this thesis is my original work, and that all materials utilized in the thesis have been properly acknowledged.

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List of Abbreviations

AMN Addis Media Network

EPRDF Ethiopian People's Revolutionary Democratic Front

ESCAP Economic and Social Commission for Asia and the Pacific

IMS International Media Support

MLPN Media Law Proclamation No

OLED Oxford Living English Dictionary

PSB Public Service Broadcasting

SRT Social Responsibility Theory

ABSTRACT

This paper takes a critical analysis of news content; 'Assessment of The Nature of News Content Analysis; The Case of Addis Media Network FM 96.3 Radio Prime Time (Ameshash Mae'd) News'. It focuses on how a variety of news content, geographical scenarios, news presentation format, news genre structure are entertained in AMN FM 96.3 news channels and how balanced and unbalanced is also analyzed. As a metropolitan media house AMN FM 96.3 has a core role to reflect diverse news presentation format, contents and news genres in fair principles. This is the valuable distinguishing feature for whether AMN FM 96.3 Radio Prime Time (Ameshash Mae'd) News' is promoting news content or not. The thesis topic is equipped with salient literature related to the study. Social responsibility and Agenda setting theories are used as litmus for the theoretical framework of the study. As a research method mixed research method was used. Based on the sample size frame of three months 480 news onaired that 118 newsare selected with the probability Simple Random Sampling technique. Then Content category and descriptive analysis were used as an instrument of the study. The study finding revealed that AMN FM 96.3 Radio Prime Time (Ameshash Mae'd) News' reports mainly political news & entertain readers presentation format in an uneven news genres. Additionally, Moreover, the study illustrated an imbalance in geographical news coverage throughout the sub cities and hard news issues. Based on the findings, recommendations are suggested on the news program content coverage improvement.

CHAPTER ONE

1. INTRODUCTION

1.1 Background

Formerly in the Stone Age humans have a way to send and receive message. Now a days in this information age, the world transmits information to entertain the yield of their asset, identity and other issues through modern mode of communication.

From early to current era, Ethiopia also has as such wonderful mode of thought expression that exemplify its identity and activity. On certain occasions, those who taste such beauty, described Ethiopia as a ‘museum of peoples’ (Beshir, 1979;wagaw,1999) whose population is characterized by a complex pattern of life (Tronvoll, 2000), Cited in (Adamu,2013). Communication globalized identity & color brighten, shine and glow more when it arrives at Addis Ababa, the capital city of Ethiopia and also called “African Capital”, as well as a diplomatic place for continental and international organizations. It holds multi-ethnic societies that come from every corner of the country and around the globe. Moreover, the residents need to enjoy all means of communication to know what is going on within the local level in particular and around the world in general.The audience curious act of information thrust and scenario of public forum demand mainly alleviated through media like print and Broadcast. Here prior to other media genre, because of easy pocket size and mobile access, FM radio station has to play prior role and responsible to broadcast those who want to be listened and heard through using local news as alternative weapon.

As Kovach and Rosentiel stated citizens were interested and have a need for timely and deep knowledge of important issues and trends but they lack the time and means to access most of this crucial information. Thus journalists should use their special access to put the material they gather in a context that will engage attention and also allow to see trends and events in proportion to their true significance in citizens lives"(Kovach and Rosentiel,2007)

This weapon have to be accompanied by hearing the actual voices of the important people mentioned in the news and having on-the-scene reports from reporters in the field as mandatory news content measurement guideline. This increases the quality, credibility, accuracy, objectivity of FM radio station. If so it meets McLeish (2006) definition of News as being a ‘mirror of society.

The researcher is aware of existing diverse content, source and geography with the treatment of journalistic news presentation format that bear timely event oriented and project news coverage. These are a journalistic litmus and basic dimension to assess news content of this study. Besides if it accomplishes fully, it alleviates what the media world criticizes for and faces as a gap in line with adding little knowledge for the disciple of the profession. Though how this spectacular pattern of life has to be told and communicated would mostly raise as question and simply answered through mass media. And FM Radio news is a fundamental medium for such cases, which make it the fulcrum of their entire news programming(Tiziano B,Giuseppe M,2011).

In Ethiopia media establishment history 1942 was the time the first Ethiopia radio station starts broadcasting, that makes Addis Ababa a mother of media in general and FM radio station in particular. In early 1990's in Addis Ababa, there were stations that broadcast news and programs by renting air time from stations, AMN is one of them. Addis Ababa city government council founded Addis Ababa Mass Media Agency under the Culture and Information communication Bureau in 2000 and sign an agreement with Fana Broadcast Cooperation for a 30 min. news and Program air time. The interest of the residence become as a push factor to look another option. In 2002 another agreement was made with Fm 97.1 to on-air program and news for an hour on every Sunday. After a year changes made and the air time became three days in a week for 1:30 duration, followed by six days a week for an hour a day airtime. With the direct support of the city administration Fm96.3 station starts its own broadcast station under the umbrella of Addis Ababa mass media on August 24,2005 with a radius of 30Km. Since then the station show progress on its air time and started from January,2009 it broadcast for 18 hour and in 2019 became 24 hour(Addis Media Network research department : Feb: 2022).

From the Fm radio stations based in th capital,Addis Ababa Addis Media Network Fm 96.3 was one of the metropolitan Stations. The institution has both the broadcast and print media outlets; FM 96.3 is one of it. Having more than five hundred employees of the institution fifty six works under the radio directorate and Twenty seven in it's news room towards the achievement of its vision, which is becoming one of the leading metropolitan media. With a motto of leading source informer "Kedami yemereja menich".(Annual Megazin:Jan:2015). But now the city council let the agency re-establish and named as Addis Media network under the direct supervision of the board members and become Public media since May 2019.

The society of Addis Ababa is vast and diverse with its own cultural and ideological background, identity and ways of living. Based on this now a day's the Fm stations competes not only with broadcasting of first hand information. But also in a different strategies to create interest to their audiences by creating different news pick hour formats so as to become a number one choice.

In order to be competent radio station Fm 96.3 has started to revise its news presentation format since July 2018 and start to have three major news show programs. These are 'Addis Maleda', 'Keteire zena Metshet' and 'Ameshash Mae'd'. This study focus on content assessment of the early evening hour news program "Ameshash Mae'd" presented 5:00pm-7:00pm Monday to Friday. The media become public media and the rapid growth of the city is the trigger for me to assess the content of the news show of the station.

As such public responsibility holders that are entitled public service broadcasters, AMN is one public service media with TV, radio, print and website media that are expected to deliver news content to the listener or audience through setting to broadcast up-to-date and accurate information without unbalanced news content, source, geographical setting and public forum (Addis NegariGazeta,2019).The news demands journalism's value of impartial and proportional coverage of diverse news sources within broader geography and content diversity to fulfil heterogeneous society information demand. This is what the study will look deeply and analysis the research topic.

Most of the strategic roles of radio constitute of both intimacy of radio and high Rate Of audience frequency. Radio has a crucial role to report the city resident's activity. Because now a days, Radio is an integral part of our lives. For many of us it serves us our companion during whatever time. Radio is the only mass medium that follows an exact linear progression of time, keeping pace with the listener's sense of real time throughout the day (Atheide and Snow,1986).A broadcaster distinguishes itself from its competitor not only for the type of news presentation format it presents, but also and most of all for the genre of radio news it transmits.

Considering the negative impacts of lack of justice on balanced and fair reporting, AMN FM 96.3 will take the necessary caution to the appropriateness of sources and use of content as well as a selection of news in geography bases to fulfill news quality. So how it operates practically, keep it in mind and the study will be discussed in the coming chapters. Furthermore, AMN Motto dictates to be 'leading source informer' "Kedami yemereja

menich"(Annual Magazine,2015).So being timely is obligatory. So this duty makes the radio station set to make the voice of the voiceless be heard vividly through balanced geographical coverage news broadcasting treatment. This makes the practitioners (journalists) be socially responsible and to set agenda that starts from discussing the life of society's live in poverty , social, economic and other values, traditions, activities in their day-to-day broadcast system in public form. On such occasions, multiple ethnic constituencies are highly expected to be recognized by the news media, and steps are being taken to better represent these constituencies in the news agenda, the newsroom workers,and the audience (Cherit,2021).Through process inclusive and accommodate agenda setting will be reflected in public forum discussion.

Hence the ongoing interest grows in research to assess news content like asking such questions as:Are different ideas being given a balanced voice in the AMN FM 96.3 “Ameshash Mae'd” News? If not, are at least timely news are geographically treated in journalistic manner without any sub-city bias? Because, in the "information age," a diversity of ideas, news presentation format and being timely are not only ideologically desirable but also technologically more accessible than ever (Paul,1996).

Since its establishment, AMN Fm 96.3 radio expected to play an important role in the society to educate and inform.Moreover it should enhances participation and benefits of development process and freedom of expression right of residents as well as provide an up-to-date, evident, trustworthy, effective information to the city residence on heterogeneous timely and geographically flexible contents as mandated by the proclamation number 65/2019. Every year the Addis Ababa city council budget more than 100 million birr for Addis media Network.This budget come from the tax of the society. So the media should act as a public media more than any media in the city.It has a duty to promote transparency, accountability and good governance by revealing truthful, accurate, and fair and balance story to the public.

To achieve this and the above point AMN 93.6 FM radio, as a public service broadcaster is expected to meet its and federal government policy, and acts scholars' conceptual and theoretical news content designation and dictation with quality in its “Ameshash Mae'd” news with time, geography, theme and journalistic treatment manner.

1.2 Statement of the Problem

Addis Ababa, as a birth place of FM Radio throughout the country, in Ethiopian media history, ought to have an impartial, timely, free, accurate, objective, balanced, credible media that acknowledge news content report and became super model to promote its vast and diverse society with their own unique background, identity, character and ways of living. This gap most probably would filled by private and public service broadcaster. Fm 96.3 radio have to set and frame agenda that promote a quality news. Hence, FM 96.3 “Ameshash Mae'd” news is expected to fill the gap by equally advocating news content by molding timely, consequential and geographically balanced news platform in fair journalistic reporting approach.

Fair Geographical or spatial flexibility news coverage is the dominant element in news content assessement. There are FM radio station that slightly miss to impartially broadcast out of this context. But Local news coverage is the primary reason listeners give for a favorite news station. Even scholars like (Mc Quaiel, 2005) states radio practitioners provide most of us with the main point of contact with the institutions of the society in which we live. So the impact of media is beyond one can imagine.

There is always a gaping hole to treat news contents in journalistic way. How journalists treated each news item journalistically have to see in Straight news, Depth news, Interpretative news also known as news analysis and Investigative news presentation format. If we get few FM news stations that strive to accomplish this treatment approach there will be odds of supporting it by its news presentation formats.

Giving details about what goes on behind the scenes is very important for listeners. This does not mean short and fast paced news items not continue to be packed into newscasts. There has been a lack of research that particularly stands to study how FM radio strives to publicize the cultural, historical, and natural resource and values of the country and the city in collaboration with the concerned organs. As socially responsible media FM 96.3 radio has been given such responsibility and power in Addis Ababa City Government AMN Re-Establishment proclamation N^o65/2019 (Addis Negari Gazeta, 2019). So what efforts are done not to face such problem in FM 96.3 radio Ameshash Mae'd news.

All sided contents, views and opinions should be given the opportunity to identify with a truly diverse cast of characters. The inclusion of diverse content like social, economic, cultural and political items should be viewed as the norm. This ingredient has to be studied.

Because it has scholar support like (Sharma, 2016,) questioned How important is coverage of a wide range of subjects, giving details about what goes on behind the scenes, and providing a large number of stories in a newscast? Trends: Short and fast paced news items continue to be packed into newscasts. Investigative probing for in-depth coverage of important Issues occurs on some stations. Likewise, continued use is made of "mini-documentaries ' brief, in-depth, serialized investigative reports on one Subject --to get behind the basic facts of an issue. On other stations, radio presents the immediate "now or "action" news--leaving in-depth analysis to. Television, newspapers, and news magazine. Through process inclusive and accommodate agenda setting will be reflected in public forum discussion. To achieve this the above point AMN 93.6 FM radio , as a public service broadcaster is expected to meet its and federal government policy, and acts scholars' conceptual and theoretical news content quality designation and dictation in its “Ameshash Mae'd” news.

So many government and private FM radio stations established through different time frame. The impact of the Radio medium in the country was analyzed on the study made in 2017 by Belihu Fitsum.

"Radio is the most important medium of news and information in Ethiopia. According to the ERIS Audience Survey Ethiopia 2011, four out of five Ethiopians use radio as a source of information. In addition to the stated socio-economic factors, the typical characters of radio, its affordability and mobility have played a great role for its high prefer ability by the majority of the society. (Belihu Fitsum,2017).

It is believed that news content assesment has vital role in FM radio stations; however, very few studies were conducted in Ethiopia by communication scholars in assessing its operational functioning in Radio. Two of the studies are rarely near to this research. Mekonnen Yared Studied Radio Fana’s coverage of the 2015 national election of Ethiopia on F.M 98.1. The study aimed at assessing the News stories and programs focusing on the election and broadcasted on the media. The study only Focus on the coverage of election news and programs. Which is vital to make voters informed, the space given to the public's participation and find out, it was narrow and limited. Berehanu Tessema studied Quality of News Content in two Radio Stations in Addis Ababa: Case Study of Abay FM 102.9 and Bisrat FM 101.1. The study based on Private media that listeners of the mushrooming FM radio stations complaints on lacking content informing them about their lives and what is going on in their surroundings and internationally. The finding conclude stations were generally weak in delivering information that was essential for that time, failed to quench

public thirst for quality news and their editors were not in a position of uplifting the standards.

Internationally there are researcher that done to study listener's satisfaction like; FM listing pattern-an analysis's of listening pattern of FM Radio Channel users in Selam with special reference to kodai FM. And Popular FM radio station and listening habits in greater Noida by Bhavan Sharma, 2016. This study evolves on listener issue but not assesment of news content. So this research resolves such problem.

There are a number of different studies conduct on the quality of analysis of listening pattern of FM. But the researcher discovered that in AMN Fm 96.3 Ameshash Mae'd news context, there is no study conducted on the news assesment of 'Ameshash Mae'd' news items transmitted during the sample period i.e. from October 13, 2021 to January 13,2021.

Above all, this research tries to assess news content report in diverse content, geography and with valuable journalistic treatment and timely framed agenda setting news through AMN FM 96.3 Ameshash Mae'd news.

1.3 Objective of the Study

1.3.1 General Objective of the Study

The general objective of the research is to assess the level and state of AMN FM 96.3 radio (Ameshash Mae'd) news content.

1.3.2 Specific Objectives

The specific objective of this research would be to: -

- Analyze the news topics of 'Ameshash Mae'd' news items transmitted during the sample period.
- Analyze how AMN FM 96.3 Ameshash Mae'd journalists presente each news item journalistically.
- Investigate the geographical coverage of FM 96.3 radio Ameshash Mae'd news during the sampled period.

1.4. Research Questions

- ❖ What are the main subject or topic areas covered Ameshash Mae'd news program?
- ❖ How AMN FM 96.3 Ameshash Mae'd journalists present each news item journalistical structure and approach?

- ❖ How spatial flexibility role of FM 96.3 Radio Ameshash Mae'd news content with in sub cities are maintained?

1.5. Significance of the Study

This research will insight the members of media specially the news room who are responsible for the news show ,to understand the values of the news content diversity and the citizens are expected from them. There by identifying hindrances and things that decrease content variety will help them to work towards it's improvement and satisfaction of audience need. This study serves as a written document to endorse and enrich assesment of news content in 'school of journalism' and manifests in the form of content, source, geography and other news study with other already did and would have been done researches. So, this thesis would help other researchers to conduct studies on news content quality assesment. Additionally, it will be a reference for other researchers and students who want to study similar topics too.

1.6. Scope of the study

The study was conducted in AMN Fm 96.3 radio prime time (Ameshash Mae'd) broadcasted at (5:00 pm -7:00 Pm) news report examined its quality in terms of geographical flexibility, source, content, mix of public forum agenda with in news package that broadcasted from October 13, 2021 to January 13, 2021. So, an early evening, 'prime time' that aired from Monday to Friday takes approximately around 2 hours air time. Within the sampled period of time, 118 news out of 480, which is selected using simple random sampling technique with slovin's formula are numerical news content scope.

1.7 Limitations of the study

This Study focused only on the early evening news program that of the three news programs and also asses three month period.

1.8 Organization of the study

This research consists of five chapters. The first chapter covers the study's general background, problem statement, research objectives, and significance, as well as the study's scope, limitations and ethical consideration. The essence and notion of quality of news content, radio news, news values, empirical research as well as related topics with social responsibility, framing and agenda setting theoretical frameworks, are discussed in Chapter 2. The third chapter discusses the research's methods, processes, and sampling methodologies. In light of cross-checking the introductory chapters and the theoretical frameworks of chapter two, the fourth chapter thoroughly examines the data gathered through quantitative and

qualitative methods with content and document analysis of the study. The outcomes of the data are also presented in this chapter. The conclusion and suggested recommendations based on the research findings are discussed in the final chapter.

1.9 Ethical consideration of the study

The study considers ethical consideration and delivers special credit to scholars' literature work, which is used as citation and reference in this study. In this respect, the researcher delivers credit to those scholars who contributed to this study.

CHAPTER TWO

2. REVIEW OF LITERATURE

2.1. News Content

Content can be defined the complete range of visual and verbal information carried in the media. News content is an excellent resource for researching current events symbolic environment, and – having established significant patterns and regularities – inferences can be made about the hierarchy of influences shaping that environment (Reese, 2001) or how citizens should be affected. Because news media content can be as varied as life itself, it's critical to grasp how we might filter down the major characteristics of interest.

Lippmann's (1997) caution that we act on the "images in our heads" rather than the "reality outside" has become a basic truth of communication studies. When addressing content, it's common to inquire (as Lippmann suggests) how 'objectively' media content represents reality, assuming that it will distort but still match to social reality. This notion is frequently maintained by news professionals in their attempts to justify the accuracy of their work by holding up a "mirror to society." A pluralist approach claims that media objectivity develops from self-regulating and balancing compromises between those who sell information to the media and those who buy it, in a subtler variant of the mirror idea.

In either case, repudiating the mirror notion has been the project of countless media critiques and led to a broader area of political communication research. The popular conception of 'bias' used in critiques of press performance suggests that media deviate in some measurable way from a desirable standard, which can be independently known. Of course, the very idea of a 'reality' out there with which to compare media is problematic. On a practical level, however, we often find it useful to compare 'media reality' with 'social reality' – that view of the world that is socially derived, what society knows about itself. Even if one were to accept the possibility of objectively portraying a 'world out there', the numerous studies over the years of media distortion compared to other social indicators of reality show that it is not a practical possibility. The media portray certain people, events and ideas, in ways that differ systematically from their occurrence in the 'real world'.

Acceptance, actuality, balance, clarity, completeness, detachment, diversity, factuality, impartiality, lawfulness, neutrality, objectivity, professionalism, relevance, and truth are some of the dimensions of news media quality (e.g., Hanitzsch et al. 2011; Maurer 2017;

Schatz and Schulz 1992). As a result, "there are simply no universal evaluative criteria to hand," writes McQuail (1992), "and many of those chosen often owe their relevance to change and passing circumstances of time or place" (see also Strömbäck 2005; Van Aelst et al. 2017; Zaller 2003).

To investigate the definitional limits of the word "news content quality," the researcher must first clarify the term "quality." Quality is defined as "the standard of something as judged against other items of a like kind" and "the degree of excellence of something," according to the Oxford Living English Dictionary. Quality, and hence news media content quality (Jandura and Friedrich 2014), is a relational construct, as shown by these complementary definitions.

The conceptual literature focuses on the many facets of news media content quality (actuality, balance, clarity, etc.) to the exclusion of operationalizability and measurability, whereas empirical analyses achieve high precision by focusing on specific media types (e.g., television) or using specific indicators (e.g., amount of hard news), but tend to overlook theoretical considerations.

As a result, we can identify at least four elements that the researcher refers to as "layers for news content assessment": content ("diverse stories reported"), sources ("degree of heterogeneous viewpoints with full information"), geography ("flexibility of geographical news coverage"), and public forum ("agenda setting role of news media for free dialogue"). We can structure multiple understandings of news content quality using these four factors, which are anchored in the perspective of double hermeneutics. From a research standpoint, we must first determine which item is meant when discussing news content quality. The scope of objects in academic literature includes everything from media systems or organizations to news media outlets and their contents, as well as media types, programs, channels, news pieces, and broadcast items (e.g. de Vreese et al. 2017a,b; McQuail 1992).

Ethiopian media legislation proclamation No. 1238/2021 also establishes a requirement to transmit high-quality news. Among these are article 50's presenting truthful, unbiased, fair, objective, lawful news content and article 47's entertaining diversity of viewpoints and strengthening inter-personal discussion. PSBs, such as AMN FM 96.3, are specifically obligated to provide comprehensive news and programs on current affairs in the public interest, focusing on matters of international, national, regional, and local significance while maintaining the professional standards of fairness, impartiality, rationality, and balance

(Media Law proclamation No. 1238,2021). As a public service media, AMN FM 96.3 is expected to follow this philosophy and fulfill this commitment. This layer or parts of news content quality are also used in the analysis process with supporting news.

2.2. Principles and values of news content via Addis Media Network editorial, the Ethiopian Media Law & Related

Are there any principles to guide the reporter and editor in selecting the most important news out of thousands of items?" Cited in (Jorge,2005).Johnson and Harriss' recommendations were very specific:

News items have intrinsic characteristics known as news values. The presence or absence of these values decides its importance and thus guarantees the reader's attention. These news values are, therefore, useful measures of the importance of events. If properly applied, they will determine if an event is news or not . P50

Media scholars were interested with determining how important news is measured.The following are professional values to weigh quality of news content.

2.2.1. Justice

One of the yardsticks used to assess the proportionality of news material in various perspectives and geographic coverage is justice. To this end, AMN FM 96.3 Ameshash Mae'd's programs and news will serve all peoples of the country in general, and the city in particular, in a just and fair manner. The Ethiopian Media Law Proclamation No. 1238/2021 also requires PSB media to deliver truthful, just, and reliable news and programs.

2.2.2. Fairness

Fairness indicates reporting based only on professional principles free from personal views and emotions as well as other things that distort the correctness and even-handedness of the report.

Ethiopian media law proclamation No. 1238/2021 also enhances the station to make the voice of the voiceless and that of women and children be heard vividly. it also applies fairness and justice in all of its activities. The editorial policy also portrays all relationships with sources and the audiences that participate in the program and news of AMN should be based on transparency, sincerity, and honesty. The views of all sides must be included and treated equally in all issues it covers.

2.2.3. Currency

Is this becoming popular? Currency indicates that a concept's time has arrived. AMN FM 96.3 Ameshash mae'd presents breaking and reputable news on its news and current show. Currency is seen as "the most important and decisive" ingredients of news (Jorge,2005,p.59).

Federal Negarit Gazette No 22-referencing media law proclamation states the Obligations of Public Service Broadcasting under article 56 sub article 1(b) to provide comprehensive news and programs on current affairs in line with the public interest, focusing on matters of international, national, regional and local significance by maintaining fairness, impartiality, rationality and balance required by the professional standard (2021,p.13184). Similarly the editorial also acknowledges this value by broadcasting current happening occurred in Addis Ababa and the surrounding.

2.2.4. Significance

One important aspect of news value is its significance. To be broadcast, the news must be of significant importance. Prominence inquires, "Why are you telling me this?" This term is now more generally referred to as authority in digital marketing (Digital Third Coast, Dec, 2021).

What makes you or your customer deserving of being quoted in articles like these? What makes you qualified to convey the story? Although this is unlikely to qualify as a possible lead for marketers, it is critical to establish your credibility as someone who is competent to share this story. AMN's editorial philosophy encourages the coverage of important stories for the audience.

2.2.5. Proximity

According to Peucer, proximity is key: "Every story is more enjoyable if we are familiar with the location where it occurred.Understanding the 'effect' of your news item for a specific 'audience' is what proximity is all about (Digital Third Coast,Dec,2021)." Simply expressed, proximity as a journalistic work practice relates to the necessity of being physically and temporally close to the issues addressed.Does my audience care about this story?the majority of individuals view local news and events to be more relevant and intriguing than those occurring far away. This is something to consider while pitching stories. The "most crucial and decisive" component of news is deemed proximity (Jorge,2005).

Federal Negarit Gazette No 22-referencing media law proclamation states the Obligations of Public Service Broadcasting under article 56 Sub articles;(r) to provide programs that have significant amounts of domestic contents; and (p) ensure that the general content of broadcasting services promote a society that is democratic, self-reliant, well-informed, open-minded, scientific, creative, tolerant and reflective of national priorities, experiences and aspirations (2021). The media law also oblige the PSB medium to present local, regional and national news in daily program transmission under sub article(e).

Therefore, AMN FM 96.3 as PSB media expected to entertain local events and happenings in its Ameshash Mae'd news program to succeed the principle in particular and quality of news content for audience interest in general.

2.2.6. Being voices of diversity.

As stated earlier, news content is often quantified by assessing the variety of sources present inside articles, diversity of staff presents inside newsrooms, or diversity of media information sources or ownership placed within a geographic area. Present local, regional and national news in daily program transmission; ensure that multi-national identity is developed and maintained in programs while promoting the local culture and languages of the country (2021).

Accordingly, AMN FM 96.3 radio is a media that should manages diversity without prejudice. The journalists and practitioners shall work for the just benefits of people by respecting the equality of nations, nationalities and peoples. it also states to serve all impartially without discriminating between genders, races, religions, languages, and cultures of individuals and the public. The editorial state this as the code of conduct too.

2.2.7. Human interest

Peucer reflected on how reporting events appeals to feelings - what we call today human interest or faits-divers stories: "The needless recording of pain suffered is a pleasure; and those who have escaped with no personal anguish look on the dramas of others with no pain because compassion in itself is also pleasurable"(2004).Federal Negarit Gazette No 22, basing Ethiopian media law No. 1238/2021 under article 56 sub article (c) dictates to provide news and programs concerning societal development, matters of public interest and shared values, and encourage the unity of the people based on equality; and article 2/ The licensee of any broadcasting service shall ensure that the services and the personnel comply with- (f) a

high standard of accuracy, fairness and impartiality in news and programs that deal with matters of public interest.

Human-interest news stories get attention from a massive number of people automatically. It includes the much-talked event and issues of the country. International topics have also become human-interest stories due to globalization. For example, during the FIFA world cup, people from around the world talk about Football everywhere. So, journalists think carefully about picking a news topic to get more viewers (Kobiruzzaman,2021). In Addis Ababa there is a lot of human interest news content to be told in FM 96.3 Ameshash Mae'd news time. It is the journalist responsibility to find out those stories and broadcast.

In journalism, this element digs out locally, nationally broadcasted human interest touchy news stories. It mostly have to talk about the ups and downs of people and their problems, concerns, or achievements in a way that brings about interest, sympathy or motivation in the listener. Public interest signifies giving attention to and reporting issues that have importance to most of the society and creating opportunities that would make the society benefit from these sustainably. AMN have to give priority to the interest of the public above everything. It ought to strive hard to cover issues that reflect the benefits and needs of the audience.

2.3. FM radio news content elements:

News content elements are like layers of onion in news content analysis study. Peeling an onion is a great metaphor for understanding the interconnections between all of news content quality elements. Let's peel each layer of news content that would be used in chapter four FM 96.3 Ameshash Mae'd news program assesement analysis.

2.3.1. Diverse source of news content

The diverse source dimension refers to journalism's professional requirement to disclose varied sources that will be used for news items. News is about self-perpetuating 'knowns,' as observed by Gans (1979) in his fieldwork at the major US television networks and news magazines. People appear in news who have already been there, whether presidents, candidates, leading officials or well-known others. 'Unknowns' must break into the news arena somehow, often sensationally: as protestors, rioters, strikers, victims, violators or participants in unusual activities.

The assesement of news content determinate and the value of news are the inverted side of quality of news content measurement and all together it fills the void of FM radio station news reporter and the staff. So, when the researcher raises diverse view of sources it directly

or indirectly touches the practice of balanced and unbalanced news story reporting. When the news stories fulfill diverse source, the media acknowledged and credited as Quality of news content promoter. News items lacking these transparent indications do not meet the requirements for news media content and are, accordingly, grouped under partial medium. Hereafter, to escape from such critics, FM radio stations need to appear reliable and objective. Therefore, they need to entertain the opinions of varied views with in the news story and meet the best quality of news content reporting. AMN FM 96.3 radio station has to practice this trend in day-to-day news broadcasting especially in Ameshash Mae'd news program. Regarding this, there are certain obligations PSB mediums should respect and perform accordingly.

Sources and their diversity are much more contingent upon choices of journalists than actors. Therefore, the quantitative and qualitative diversity of sources was assessed by stating the number of sources and identifying whether it is balance or not.

According to Tower, there are rare times journalists use Government and business environment official news sources (2008). Of course, sometimes, such moment creates to broadcast unbalance news story. But this intentionally done to make the job easier for journalists in order to maintain their power; they organize press conferences, allow photo shoots and prepare press releases (Tower, 2008). Moreover, this situation reduces the news costs of media organizations. Media avoids criticism on some issues not to hurt news sources, and the news sources use this power to control the media.

Regarding the information function, the leading criterion conducive for democracy is the comprehensiveness of information provided. Journalists and editors are expected to not only check the information they receive from whatever source, but also to actively research and investigate additional information. This ensures that a wide variety of topics, relevant to the audience, is covered. It requires the use of diverse sources so that a range of actors like political decision-makers, representatives of groups, the general public are represented in news reports.

Generally, it can be assumed that the more diverse the sources and the larger the range of topics, the better the information function is fulfilled and quality of news prevailed. One may also expect a higher level of accuracy and truthfulness when coverage is based on a larger number of different sources. Journalists are expected to provide their listeners not only with facts but with contextual situation as well. Hence, news stories should contain background

information referring to the context, and information on causes of a reported fact as well as on its supposed consequences. Additionally, news should contain different viewpoints, usually opinions of different actors. The more viewpoints, the better the range of potential opinions on a specific subject is reflected, and thus the better the orientation function is fulfilled. The journalist's opinion may add to this quality in case the opinion is strictly separated from reported facts and viewpoints (for example, as a commentary). In accordance with the orientation function, journalists are required to collect different viewpoints and to present ensuing perspectives by using different sources and by actively searching different opinions. By offering a diversity of opinions, journalists demonstrate the fact that there is a range of viewpoints on a problem, and enable their audience to form their own opinion. Thus, critically looking News oriented public forum function of AMN FM 96.3 Ameshash Mae'd is also measured by the same criteria .

The FDRE constitution which adopted in 1995 also proclaims freedom of the press. Article 29, sub-article 4, reads "in the interest of the free flow of information, ideas and opinions which are essential to the functioning of a democratic order, the press shall, as an institution, enjoy its capacity to entertain diverse opinions." Article 29(5) of it also asserts any media financed by or under the control of the State shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion.

2.3.2. Heterogeneous content of news

A crucial facet of news content is diversity. It is a journalistic philosophy that addresses the concept of the marketplace of ideas (Paul S. 1996). The term "content diversity" refers to the variety of ideas, sources, points of view, or content options available.

News content is built on news-makers (Reese 2001). AMN FM 96.3 news makers especially reporters have to entertain diverse social, economic, political, and cultural genres of news content in their format for quality criterion success. Such Patterns of representation give us a sense of what is valued within news content, particularly in how news patterns differ from indicators of heterogeneous content reality. Indeed, such moment portrays which newsworthy stories have evaluated precisely 'news value' elements.

To judge whether AMN FM 96.3 radio entertain quality news reporting or not, first and foremost the researcher critically looked at the meaning of content diversity. Regarding this Bachmann (2021), states content diversity: offers a complete overview of all the important

events, covers various perspectives in its reporting, reports about various different topics, and conveys diverse perspectives and opinions.

One of the main assessment criteria is the diversity and relevance of news content topics (Christoph and Guido, 2010). The world that we have to deal with politically is out of reach, out of sight, out of mind. It has to be explored, reported, and imagined. However, complaints about poor media quality are as old as journalism itself. Almost a century ago, Lippmann (1922) stated that newspapers, when judged against the public's high expectations, "fail, they are bound to fail, in any future one can conceive they will continue to fail". More recently, a group of sixteen communication scholars pointed the way to a more nuanced view of current news media quality. They see the amount of political news rising, while its proportion of the total media supply is declining. While the amount of soft news remains stable in some countries, it is rising in others. Although there is no decisive evidence of decreasing media diversity, a concentration of media ownership is taking place; there is more disinformation and biased, partisan information, but not much demand for it (Van Aelst, 2017).

The radio stations had a variety of program schedules that tried to touch different issues: health, education, agriculture, governance and peace, culture, gender/women, youth, children, law, elders, and disabled (IMS 2019).

The heterogeneity of news content in terms of the multiplicity of actors, issues, and opinions (or frames) portrayed in the news has been characterized by much research. Content diversity is defined by Paul S. et al. (1996) as a dispersion of representation of ideas, views, attributions, viewpoints, or frames within a news product and within the framework of a single subject. In day to day, real-life journalists pick out news events to cook valuable stories and then call it news (Behr and Iyengar, 1985). These meanings have two importance:

First, journalists' collective selection of news articles serves an important agenda setting function (Groshek, 2008). Noelle-Neumann (1991) expressed it succinctly: "Events not featured in the news are also omitted from the public agenda." The range of real-world events represented by the media, and, ultimately, the variety of the public agenda, can be assessed by examining the diversity of news articles in the media. Second, Lasorsa and Reese (1990) claim that researching content diversity at the narrative level allows for a more in-depth examination of the public agenda than an examination based on broad problem categories (Beckers, 2000).

Journalists are considered to operate as ‘watchdogs.’ Respective criteria are whether journalists deal with a topic critically, e.g., keeping track of officials’ promises and reminding the public to check whether they have been fulfilled. In order to analyze to what extent a topic is covered critically, the researcher would have to focus on specific topics and identify the accordant range of arguments. However, this study assesses one of the three news programs and could therefore only deal marginally with the aspect of scrutiny. The research only analyzed whether journalists conducted their own inquiries. This was done under the assumption that news sources do not tend to provide critical viewpoints themselves, and that journalists have to make their own efforts in order to find these. All these quality criteria are visible in media content and can be measured with content analysis (Christoph and Guido, 2010).

2.3.3. News oriented public forum as a content element

When we peel this layer of news content, the medium expected to appear with live news dialogue with the ‘horse mouth first-hand information,’ ‘□□□□□□□□’ that accompanied with diverse source and viewpoints reflection. This element at least holds diverse content, sources that represent certain geography. One of the central aims of public service broadcaster has been to guarantee a public forum that entertain a diversity of perspectives and points of view in the news dialogue sphere. In the case of the United States, for instance, among the public interest obligations imposed on the federal communication commission (FCC) upon radio and television operators was Fairness Doctrine, aimed at promoting free and open debate. The doctrine “provided that the broadcasters were required to cover public issues and both sides when doing so” (Weiser, 2000). Thus, the media operators are expected to cover public affairs and to present a variety of perspectives to entertain diversity. AMN FM 96.3 has to promote such case in Ameshia Mae’s news time without violating the values and principles of news.

AMN also ratified in-house editorial policy but not publicly published to highly emphasize quality news content broadcasting. As fairness doctrine AMN has also coined the ‘first source informer’ motto in its media policy to endorse and enhance quality content in its news and other programs. The contents of the transmissions of AMN shall reflect multinationalism and the values of all the nations, nationalities and peoples of the city impartially (AMN editorial policy).

Referring to Habermas (2006), the ideal model of deliberative democracy “expects the political public sphere to ensure the formation of a plurality of considered public

opinions”.To assure this, the news media system should be self-regulated. It should, as much as possible, be independent of political and economic control in order to reflect informed elite discourses and the views of a responsive civil society.

Mass media constitute a public arena in which debates are held and decisions prepared (Rucht 2000).These processes are not only seen as essential for the proper functioning of democratic systems but also vital for the mediums role to fill the void of social responsibility role (Christoph and Guido,2010).

Similarly, in the broadest sense, the media convey the information and opinions the public uses to make informed choices. Martin Linsky(1998) says the press is the vehicle for much of the discussion that now takes place around public issues.

Ethiopia is currently following a road to developmental state. As a capital city Addis Ababa is not out of this development. To escalate this development progress in quality of news content is highly demanded. To do AMN FM 96.3 has crucial day to day responsibility. The city is committed to achieve her vision by eradicating poverty. In this regard, the development of democracy with public participation is an engine for enforcing the development processes through transparency and accountability. As AMN editorial clearly states, to develop the democratic participation of citizens the role of media is vital.In this regard, media organizations must facilitate discussion forums in which the public can debate on different issues and make that discussion news an yields quality news content presentation.

UNESCO (2005) manual clearly noted that —Independent, free and pluralistic media have a crucial role to play in the good governance of democratic societies, by ensuring transparency and accountability, promoting participation and the rule of law. Kovach and Rosenstiel (2007) claims,one of the basic roles of journalism is providing a forum for public criticism and comment.

According to ESCAP (2003),public participation has a number of benefits that include:

Improved governance,Increased quality of the functions performed and services provided by public agencies,Revitalization of democratic practice in general,Maintaining the stability of society.When people are directly involved in the decision-making process, they become more aware of the possible problems and are more willing to live with the consequences than they are when decisions are imposed from outside.They become more aware of problems and tend

to be less towards explosive situations or conflicts,Guarding the public interest.To make public agencies more responsive to the needs of public and disadvantaged groups in society.Citizens can work as watchdogs of society.

Nonetheless, they 'serve as a venue for limited discussion of divergent elite perspectives on a variety of political problems' (Graber,2003).As a result, the mainstream news media are a better source for divergent political opinions than,say,intimate chats with like-minded people (Mutz and Martin,2001).AMN FM 96.3 radio station as public service medium ought to succeed Mutz and Martin perspective.

2.3.4. Geographical flexibility as a measurement to news content

Inspired by the accounts of the news content report, it was analyzed to what sub city in Addis Ababa the news story was referring to, distinguishing between the capital, the country as a whole, and specific regions or counties.

The fourth quality of news content indicator, geographical flexibility, measures the extent to which a news media outlet covers different geographical reference areas. A distinction is made between the characteristic values: mayor/general level and sub cities of Addis Ababa. The researcher analysis had to make media with very different journalistic orientations comparable. Since the examined news media outlets AMN FM 96.3 radio station have local coverage, it should also be made comparable in terms of this quality dimension. The researcher included local coverage from the assessment of geographical diversity.The geographical diversity indicator thus measures the convergence towards a balanced coverage of the two geographical characteristics:mayor/ general level and sub cities of Addis Ababa.The national/bilateral, foreign, and multinational spatial coverage were excluded in the sampled period. This scheme was also used defining and measuring news media quality assesment: Comparing the content perspective and the audience perspective study. In the balanced ideal distribution, the three characteristics each receive a weight (Bachmann,2021). In accordance with the theory of social responsibility, the researcher postulate that the media should report in a balanced way on events at these different geographical levels of reference.

In proclamation No. 1238/2021, PSB has the major obligation for the equitable treatment of all segments of the Ethiopian population. AMN FM 96.3 radio has to operate such a way that entertain equality in a just and fair way.

We examined the four quality criteria to create an overall news media quality score for the two perspectives to analyze and compare the findings of the content analysis and the representative survey.

2.4. Media in Ethiopia

The history of media in Ethiopia can be traced back to the time of ancient kings, who started using the *Awaj Negari*, that is to say, news announcer (Nigusie,2014). However, Dawit (2019) and Seble (2011) state that the history of media in Ethiopia goes beyond a century. But, as to Nigusie a century history in media history is of the modern one that started during the time of Emperor Menilik II. Meseret agrees with Nigusie's narration. He argues that the traditional mass communication system of the *Awaj Negari* and the *Negarit* accomplishment gave way to the modern print and electronic media. Meseret also claims the Ethiopian media system is homegrown. He noted, "Unlike other African countries, it was not instituted by colonial powers" (Meseret,2013). Studies claim that the media system has not been improved. Nigusie (2014) says the media have remained to be propagators of government agenda. Meseret stressed that the media have stayed under strict pressure. The time when it enjoyed freedom was the last six months of the monarchy, in Ethiopian media history. However, freedom was taken away when Derg assumed power.

2.5. Radio History in Ethiopia

In Ethiopia, there are numbers of community radios allocate for marginalized areas and people. Intentionally, public service radio is reflecting and promoting local identity, character, and culture in focus local contents, create the diversity of voices and opinions, encourage open dialogue and democratic process, promote social change and development as well as good governance and civil society (Fraser & Restrepo-Estrada,2002). The FOJO Feasibility Study for Media from 2017 documents that radio reaches a significantly larger part of the population than television.

The first airwaves came to Ethiopian ears from their native soil at the time of Emperor Haile Silassie (1930-1974) in 1942. At the time of the emperor, however, radio broadcasting was employed as an instrument of unification, "to help overcome the internal linguistic and ethnic divisions which geography has perpetuated over Ethiopia's long history of independence" (Negussie,2006). Though by the late 1960s the country's radio system had been organized under the imperial government's Ministry of Information, radio broadcasting (as this was also true to the other mass media) was neither employed as a means of development nor in a position to exercise freedom of expression as the government was an absolute, undemocratic

monarchy (Brook,2000).During the Ethiopian Empire,Haile Selassie treated the media as a mouthpiece for Ethiopian unity. Post-1991, EPRDF's ethnic federalism philosophy was soon integrated in its media policy. Different regions and ethnic groups began to be acknowledged by the media, and over time several languages got their own slots on the national broadcaster (Skjerdal and Alemayehu,2021).

Despite the proliferation of new technologies of communication, radio remains the most important electronic medium in sub-Saharan Africa. Historically, though, radio is under studied not only in Africa, but globally. Tremendous growth in African broadcasting since the 1990s, particularly the appearance of FM radio, offers opportunities to re-examine the quality of news content in new contexts (Tower, 2008).

2.6. Radio and its feature

Radio is the technology which transmits a message coming from a source to multiple receivers without using any means or process. Along with radio, a new reproduction technology has been emerged. This is the multiplying distribution of message through broadcast. As of the first half of 1900's, radio started to show its importance to the world as a mass communication medium and become a medium sending swift and continuous message to individuals inside the vast geographies. Another important feature of radio is that, it may provide messages of present time. Before 1920's when radio started to be popular, radio started to provide more updated messages while mediums like newspapers, telegraphs, books and cinema provided messages prepared in past (Tower,2008).

McLuhan divided media into two categories as 'hot' and 'cold'. Basic principle differing hot media from cold media is that: If the medium appeals one sense and does not leave much for audience to complete, it is a hot medium radio, cinema, and photograph. If it provides less and requires more from audience, it is a cold medium television, telephone. Hot medium is low in terms of audience participation and cold medium is high in terms of audience participation and completing. Television is cold medium; because it provides less information, therefore audience should actively participate for completing the message (McLuhan,1969). Hot medium radio appeals one sense only and prevents message-receiver to participate. Especially in its first fifty years, radio has been a hot communication medium transmitting single-sided messages. This feature made radio an aggressive propaganda medium and therefore it has been used to dictate ideological thoughts (Tower, 2008).

Radio provides friendly interactions between people. It provides a speechless communication world between the speaker and audience. Radio is a special, individual experience. In one

word, tradition of radio reminds an emotion like hearing the entire history “now”.(Erdogan and Alemdar, 2010). This feature made radio special and caused it to be used as an important propaganda medium.

Most communication scholars’ approach conceptual research on media quality from a normative democratic view point (e.g., McQuail 1992, 2008; Müller 2014; The International Journal of Press/Politics 27(1)Riedl 2019). However, a lack of agreement concerning the elements of news media quality also exists among these scholars. Dimensions of news media quality include, among others, acceptance, actuality, balance, clarity, completeness, detachment, diversity, factuality, impartiality, lawfulness, neutrality, objectivity, professionalism, relevance, and truth (e.g., Hanitzsch et al. 2011; Maurer 2017; Schatz and Schulz 1992). As a result, the construct of “media quality” is elusive, as McQuail (1992) states, “There are simply no universal evaluative criteria to hand and many of those chosen often owe their relevance to change and passing circumstances of time or place” (p. 11; see also Strömbäck 2005; Van Aelst et al. 2017: 8; Zaller 2003).

Content analysis as one feature of radio is used to assess media quality from a content perspective (Bachmann,2022). FM 96.3 radio station are in charge of creating locality. This is the main feature of radio to report quality news content. This study offers insights into how locality is created through the mediated circulation of quality news content, and how everyday coverage of Ameshash Mae’d news program set impartial public dialogue venue to effective societal medium.

2.7. Role of FM radio

Radio is still considered as a dynamic communication medium in many developing to a large number of audiences (Destaw,2020). The United Nations Organization of Food and Agriculture (UNFAO) 2010 has been encouraging the radio for the development in the last few decades.

Radio is important for diversified and heterogeneous literate and illiterate audiences to create awareness about development; widespread tool of information transfer about social, economic, and political aspects (IMS,2020).

Radio is the most common medium of information in the developing countries. It is so attractive that, in Latin American states, Africa and Asia, there are powerful radio waves which broadcast information, music, news, education and talk show in the local language (Ullah, 2018).

Moreover, Ullah claimed that FM radio is not only used for entertainment and commercial purposes, but it also provides information on different social issues like education, health, environment, safety and emergencies, natural resource protection – like weather, crops and livestock production, etc (K.Venkatalakshmi & R.Chandraleka,2013).

In light of quality, decentralization, coverage, and language are the most preferable to use public media for holistic development. public radio stations have legal acceptance and provision in Ethiopia as a public media. Media have a relevant role in many aspects of development (UNESCO,2015), community radio has a great potential to bring change in all aspects of community development which is supported by participatory development communication. UNESCO's interest in communication is holistic: encompasses all aspects of discipline-technology, social, political, and cultural (UNESCO,2002). Capacity development, sustainable development, productivity enhancement, integration, and people's participation are the core elements of integrated community development. To bring holistic development and to be chosen by the audience media has to broadcast best and qualified news content in day-to-day communication medium.

The Production of News and current affairs program are an important part of public broadcasting, keeping the community informed on what happened around (Forde,2001). By producing current and accurate news in Ameshash Mae'd news prime time FM 96.3 play salient role towards entertaining, promoting, educating Addis Ababa city residents.This need to be assessed.

2.8. Media criticism in news content reporting

There is no question that PSB media like FM 96.3 radio station have to report or produce news or other programs on balanced, fair, credible, objective, localize issues that has an invaluable effect to promote news content quality. If not, the medium criticized being instrument to the political system and promote protocol news.

Promoting quality news content is also a vital obligation to ensure their communicability and get audience respect. However, the Ethiopian media landscape has received many criticisms regards to changing the assumptions into practical effect. The media have served the wishes and whims of those in power (Nigusie,2014), due to the highly intertwined relations between the media and politics. He also stated that the professionalism of journalists, media management, and organization and independence of the media need to be improved. Meseret (2013) also shares that the last consecutive regimes used media for propaganda purposes. According to him, the monarchy used the media to build the image of the Emperor, Derg to

preach the gains of the revolution and EPRDF to portray the ruling party in a favorable light. Media during the military (Derg) regime have suffered a harsh time. Measures that Derg took against media stifled media progress. It eliminated popular publications like *Menen* and *Addis Reporter*, only to replace them with unappealing, hardcore Marxist periodicals such as *Serto Ader* and *Yekatit Magazine*. The successor EPRDF has added vital instruments such as the constitutional provision guarantee freedom of speech and the press (Article 29) as well as press law revised to include citizens' right of access to information. But when it comes to implementing what is enacted, EPRDF has a very poor score card (Meseret,2013,p.35). Studies in the field revealed, the media environment has not been favorable. Despite the FDRE constitution guaranteed freedom for the mass media, the existed related laws have in practice been interpreted to limit journalists' and media's right to expression (Bonde, 2018, p.5).According to 23 Bonde, Ethiopian laws and proclamations directly or indirectly regulating the freedom of expression, media, and journalists have been applied to limit journalistic freedom notably and impose harsh and arbitrary penalties on media and journalists for many years. Meseret (2013) also noted "EPRDF guarantees on the paper much wider latitude of press freedom than any of its predecessors. It has for the first time in the history of Ethiopian media, officially restricted pre-publication censorship. However, in practice, it is no better than its predecessors.

In Ethiopian media development history, censorship and the measures against journalists led to the decline of journalism in the country (Meseret,2013). The media environment of Ethiopia is characterized by polarized reporting. The private media often negates the development efforts of the government and the government media mostly cover favorable news about its activities (Nigusie, 2014). Currently, there are various broadcast, print, and online media. But media freedom is still under question. The government continued in controlling the media, its control especially over the state-owned media is high (Dawit, 2019). as a PSB medium how AMN FM radio station entertain quality news content in geographical flexibility, source variety and public dialogue way is the researcher day to day question and became the motive of this study. FM 96.3 Ameshash Mae'd have not remained to be the mouth piece of the government and echo the government's agenda because of the pressure imposed by officials.

In general research literature, 'public media' points to channels which are not associated with particular political interests, while there is no doubt that the official media channels in Ethiopia, both on federal and regional level, have a special mandate to speak the interests of

the government. Even though officially established companies such as Ethiopian Broadcasting Corporation (EBC) are less of a mouthpiece for the authorities than they used to be, they are still operating as an extension of the public administration and are led by persons who are government party-affiliated. The CEO of EBC is accountable to the Parliament. A similar loyalty to the authorities is found in companies such as Fana Broadcasting Corporate and Walta Media and Communication Corporate, which both continue to back the communication strategy of the central government and the Prosperity Party (PP). At the same time, these companies are not formally governed by the Parliament or the cabinet through organizational structures, thereby earning a degree of independence, although perhaps in name only (Skjerdal and Alemayehu, 2021).

Such function of Ethiopian media practice brings Unpredicted quality of news content crises in the news media and have brought in research avenue the issues of news content quality to the front. The changes in the global geopolitical and media landscape also have affected the work of journalists, media content, and the news agenda, which would have an impact on how the media deal with the subject (Balabanova, 2015). The quality of reporting also affects human rights. The media tend to miss the historical, political, social, and local context of human rights stories

Despite the increased frequency and salience of news content topics in media coverage, many aspects remain under-reported, and the media have been roundly criticized for the manner in which they cover quality news stories. Media practitioners are still taken largely to report politically oriented news stories, and the importance of economic, social, and cultural news stories, i.e., the vital layer of news content quality is ignored widely by the media (Balabanova, 2015). Some of the criticisms are: Incomplete coverage of events, Rely on government version of events, Avoidance of counter-arguments, Dependence on official sources; and Lack of investigative journalism.

Media professionals typically characterize the news in public media as “protocol news”, that cover government representatives opening, participating in, and closing meetings with other officials from Ethiopia or abroad. The news and current affairs in most broadcasters consequently reflect and generally support the agendas of the governing parties. Nevertheless, the EBC and a few of the regional public broadcasters seem to be introducing more diverse news coverage and reporting on political opponents. Media professionals regard private commercial media with a background in entertainment as having a higher quality than the entertainment program in public media (Destaw, 2020).

With free and independent structural and professional function, AMN 96.3 FM radio channel should give the city resident a free choice among diverse profiles of diverse news source with varied content without restraining flexible geographical news coverage to enhance public dialogue news issue, with different news making structure.

The reporter use straight news for the most essential information in a concise and impartial manner. This type of story typically follows the inverted pyramid style most newsworthy information at the beginning of the news article. Depth news where as the news show details beneath the surface and coming up with facts that aren't immediately visible. Interpretive news goes beyond the basic facts of the topic or an event to provide context ,analysis and possible consequences speculating the future. Investigative news give beyond what everyone seen and said by underneath more facts and provide perivious unknown information. Most of the time the news present wrongdoing of individuals and institutions.

2.10. Empirical Research

Various studies have already been made in the area of news content quality assesmentanalysis from different perspectives. For instance, two studies are near to my research. Mekonnen Yared Studied Radio Fana's coverage of the 2015 national election of Ethiopia on F.M 98.1. The study aimed at assessing the News stories and programs focusing on the election and broadcasted on the media. The study only Focus on the coverage of election news and programs. Which is vital to make voters informed, the space given to the public's participation and find out ,it was narrow and limited. Tessema Berihanu studied Quality of News Content in two Radio Stations in Addis Ababa: Case Study of Abay FM 102.9 and Bisrat FM 101.1. The study based on Private media that listeners of the mushrooming FM radio stations complaints on lacking content informing them about their lives and what is going on in their surroundings and beyond that internationally. The finding conclude stations were generally weak in delivering information that was essential for that time, failed to quench public thirst for quality news content and their editors were not in a position of uplifting the standards.

However, at least the researcher hasn't come across on a single study on the assesment of the news to check whether Fm 96.3 audiences are getting a news content with expected quality that satisfy them and as the same time is the station practitioners work on the content quality effectively. This study attempt to assesse the content quality of the station "Ameshash Mae'd" news from both sides.

So, one difference is the study media platform, this study specifically portrays the major and specific discussion themes of quality of news content of AMN FM 96.3 radio news assesment. The major news value, balance, which is the major news principle of news in particular and journalism in general, are analyzed in each quality of news content layers or elements. The theoretical framework and research design instruments are also other differences.

Internationally, there is assesment of news content quality related media research. Among these, Bachmann,(2021) did research entitled “A study of Defining and Measuring News Media Quality:Comparing the Content Perspective and the Audience Perspective”. Moreover, Reese and Lee also did a research entitled ‘Understanding the Content of News Media’.This study assesse the news content only and also no comparing is done from Audience perspective.

2.11. Theoretical Framework

2.11.1. Social Responsibility Theory of the Press

The press has to practice independently and freely in a democratic venue without external influence or censorship. Hence it is set to be objective and free from bias. While carrying out its tasks it is expected to follow good social responsibility practices and management, without undermining its social obligations to the public. From a theoretical perspective, investigative journalism is rooted in a long tradition of enlightenment ideals that gave rise to concepts of press freedom and liberty. In the 16th, 17th and 18th centuries social changes had primarily been seen in Europe to the political system which had been practiced.

The main idea of the period was social and political progress should not rest in the absolute power of the authorities but on the absolutes of reason, rational debate and freedom of speech (Rosner,2008). In this regard classical liberal theorists had argued that publicity and openness give the highest defense from the excesses of power since the late 17th Century. The press type was based on the premise that powerful states had to be prevented from overstepping their bounds. Freedom of the press has to work freely even as its freedoms were guaranteed by the state.

Siebert (1963) explain further:

Basically, the underlying purpose of the media was to help discover the truth, to assist in the process of solving political and social problems by presenting all manner of evidence and opinion as to the basis for decisions. It was charged with

the duty of keeping the government from overstepping its limits. Further support for a public policy for the media was provided by the influence of the 1947 American Commission on Freedom of the Press . . . This made a clear connection between freedom of the press and ‘social responsibility, meaning an obligation and opportunity to diverse voices to be heard in the public arena. The ACFP report encouraged the outlooks that government intervention might be needed to secure the essential quality of news and information, should the press fail in this task (Siebert et al.1956). Check and balance was guaranteed in other words of Thomas Jefferson.

The theory was later modified and named as social responsibility theory that extends the initial ideas of libertarian theory that the press should have maximum responsibility with maximum independence. The relationship between state and media is based on mutualism; i.e., fulfilling a social obligation and retaining the independence of journalism and freedom of speech (Campbell,2004). The functions under social responsibility are the same as those under libertarian theory. The following six tasks are given to the press: 1. equipping the political system by providing information, discussion, and debate on public affairs; 2. broaden the know-how of the public to make it capable of self-government; 3. protecting the rights of the individual being a watchdog against the government; 4. delivering opportunities for diversion, entertain quality news and other programming 5. Supplying entertainment; servicing the economic system, primarily by bringing together the buyers and sellers of goods and services through the medium of advertising; 6. Attaining its financial self-sufficiency to be free from the pressure of special interests (Siebert et al, 1963). Nevertheless, the theory does not function well in the way it is interpreted and carried out by some media owners and practitioners. For this reason, the theory lays its faith in the moral responsibility of every journalist. The journalist has maximum responsibility and obligation to serve the public as well as the government too (Peterson, 1996). One vital responsibility is delivering quality news content to fulfill audience social responsibility interest.

To be real, freedom must be effective. AMN follows the sense of development journalism. The media is also guaranteed by the constitution to fulfil its social responsibility while enjoying its independence. The editorial policy entitled the role of consolidating the developmental and democratic system, to create national consensus, build national images, and contribute to the renaissance of the country. However, on the ground, it seems that

practitioners do not fully act in a way in which the editorial policy agreed codes of ethics and professional standards is defined.

Generally, social responsibility theory states that freedom of expression is a moral right with an aspect of a task. The reason behind this is rooted in the individual to his thought or his conscience. Under this theory, Hocking (1983) quoted the US Commission on Freedom of the Press as: The media have obligations to society and media ownership is a public trust. He forwarded these points: News media should be truthful, accurate, fair, objective and relevant. The media should provide a forum of ideas, it should be free but self-regulated. The media should follow agreed codes of ethics and professional standards. Under this theory, the press is taken as the servant of society. to be the voice for the voiceless” is what social responsibility mediums work for. It is perceived as not an end but a means for social change and development. Therefore, the objectives of media are stated above: inform, document, analyze, interpret, mediate and mobilize by creating and finding solutions. To sum up, the above theories clearly show us that the political system of any country or the dominant ideology in the world decides what kind of theory to follow, control, regulate and lead the media. The political system is also reflected in the media system too. AMN FM 96.3 FM as a public service broadcaster is not out of this venue.

2.11.2. Agenda Setting Theory

Almost any issue can be researched from an agenda-setting viewpoint (Wahl-Jorgensen & Hanitzsch, 2004). Although the idea of the press playing an agenda-setting role can be found in Lippmann's (1922) book *Public Opinion*, which begins with a chapter titled "The world outside and the pictures in our heads," it wasn't until 1968 that the idea that the press serves as a bridge between the "world outside and the pictures in our heads" was empirically tested McCombs; Valenzuela (2007). 'The world that we have to deal with politically is out of reach, out of sight, and out of mind,' Walter continued. The amount of time spent on an issue and the information relayed in a news story, along with the story's position, determines how much a reader learns and the amount of importance placed on the issue (study.com, Jan 3, 2022).

Maxwell McCombs asserts Agenda-setting affects in a wide range of settings, and it's fascinating since it reflects public opinion in the actual world. McCombs continued:

Because the capacity of the television news agenda is limited, even a mention on the evening news is a significant indicator of a topic's high importance. The story's placement in the broadcast and the amount of time spent on it

provide further indications. The most potent message about the importance of a topic is the repetition of it day after day across all communication media. To put it another way, the news media can direct the public's attention to a small number of subjects around which public opinion is formed (McCombs, 2014).

As a result, the public uses media salience cues to organize their own agendas and choose which problems are the most important. The topics that are highlighted in news stories become the topics that the public considers to be the most significant over time. The agenda of the news media, to a large extent, becomes the agenda of the general population. To put it another way, the news media generally determines what is on the public agenda. The initial stage in the formation of public opinion is to establish this salience among the public by putting an issue or topic on the public agenda so that it becomes the focus of popular attention, contemplation, and, perhaps, action.

The distribution of opinions is frequently the focus of public opinion debates: how many people are for, how many are against, and how many are undecided. That is why public opinion polls captivate the news media and many of its audiences, especially during political elections.

However, before we evaluate the distribution of ideas, we must first determine which issues are at the forefront of public debate. People have opinions on a wide range of topics, but only a handful are truly important to them. The news media's agenda-setting job is to impact the relevance of an issue, or whether a large number of people believe it is desirable to have an opinion on it. While many topics vie for public attention, only a few succeed, and the news media has a big impact on our impressions of what are the most pressing issues of the day. This is not a conscious, premeditated influence – as in the phrase "to have an agenda" – but an unintentional impact stemming from the news media's need to select and promote a few issues in their reporting about the most important news of the day.

The distinction between the news media's influence on the salience of issues and its influence on specific opinions about these issues is summed up by Bernard Cohen's observation that the news media may not be successful in telling people what to think, but they are spectacularly successful in telling their audiences what to think about. The agenda-setting thesis arose from a description and explanation of the news media's influence on public opinion on current events. The Gallup Poll's open-ended question, "What is the most important problem confronting this country today?" has been used for this study since the 1930s, and polls based

on it document the hundreds of subjects that have captivated the public and pollsters through the decades (McCombs, 2014).

The daily news keeps us informed on the latest happenings and changes in the world outside of our personal experience. The news media, on the other hand, do far more than simply announce the existence of big events and crises. Journalists focus our attention and impact our impressions of what are the most significant topics of the day by selecting and presenting the news on a daily basis. The news media's ability to identify the most important issues and themes of the day, as well as their power to influence the importance of these issues and themes on the public agenda, has been dubbed the agenda-setting role of the new media. (McCombs, 2014).

Walter Lippmann introduced the concept of the pseudo-environment, or the view of the world that exists in our minds – a view that is always incomplete in relation to reality and frequently inaccurate – in his discussion of the role of the news media as a bridge between "the world outside and the pictures in our heads." Lippmann believed that our behavior is a response to this fictitious world, not the real one. The importance of Lippmann's difference between the environment and the pseudo-environment is now underscored by the cumulative evidence from decades of research on the agenda-setting role of the communication media (McCombs, 2014). In this specialized field, another part of agenda-setting theory, the influence of news sources on the media agenda, is equally crucial. Peeling an onion is a great metaphor for understanding the interconnections between all of these other agendas and the news media agenda. The onion's concentric layers depict the various elements at work in determining the media agenda, which is the onion's core. This metaphor also highlights the sequential nature of the process, as the influence of an outer layer is influenced by layers closer to the onion's center (McCombs,2014).

Aspects of the third social duty of mass communication, the transmission of culture, are likewise tied to the agenda-setting process (McCombs,2014). 'What appears on television greatly determines our cultural sense of what is new and important — our cultural agenda,' said one observer (Wenner,2001).

McQuel (2010), also states, the idea of agenda-setting is that the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues. In the original, traditional domains of agenda-setting, the salience of public issues, there is considerable evidence that the shifting salience of issues on the media agenda

often is the basis for public opinion about the overall performance in the office of a public leader (McCombs,2011). Cohen quoted in Williams (2003), in a study of the media and foreign policy in the United States claimed the news may not be successful in telling people what to think, but it is stunningly successful in telling them what to think about. The power to push people into thinking about certain kinds of issues became known as agenda-setting. This power of media has been supported by McCombs and Shaw's (1972) study. They developed the hypothesis in a researchable form in their examination of the news coverage of the 1968 US presidential election campaign. In their examination of contents of political news coverage, they found that a high level of relationship between the amount of attention given to a particular issue in the media and the level of importance assigned to issues by people in the community who were exposed to the media (Fleur and Rokeach cited in Williams 2003)

The majority of academics agree that one of the agendas the media can set for the public is news. When a FM radio station broadcasts news, it indicates that it is informing the audience about various concerns and happenings. However, the media can focus on some concerns and events while neglecting others. As a result, issues and incidents that are highlighted are more likely to receive media attention.

Agenda setting, according to Fourie (2001) focuses on what issues the media present to an audience and how information on the chosen themes is presented. It has to do with news coverage dynamics: the variety of points of view, symbols, and issues that are picked to construct the news and are now ranked or given legitimacy and priority.

Overall, most academics believe that shifts in the public agenda are caused by shifts in the media agenda. However, assuming that the quantity of media coverage given to a particular subject determines the level of public interest for that issue may be incorrect. So AMN FM 96.3 Ameshash Mae'd news have to set news oriented public dialogue agenda that entertain diverse source views in heterogenous news content without any spatial bias to satisfy public agenda and meet their news quality peak.

CHAPTER THREE

Research Methodology

This chapter looks at the various research methodologies and research methods that are commonly used by researchers in the field of quality of news content analysis study. The research methodology and research method used in this research is acknowledged and discussed below.

3.1. Research Methodology

Methodology is the science of the general principle and steps to study research problems along with the logic behind them. Research methodology is a mechanism to systematically alleviate the research problem.

(Dawson,2007) defines methodology as the overall approach to study research topics and includes issues the researcher needs to think about such as the constraints, dilemmas, and ethical choices within research.

3.2. Research Design

Research design varies by field and by the question being investigated. Many researchers combine qualitative and quantitative forms of analysis to better answer questions which cannot be studied in laboratory settings, particularly in the social sciences and in education (Goundar, 2012,).

This study employed both quantitative and qualitative approach. This means mixed approach is applied in the study. Different research scholars give analysis and definition of quantitative and qualitative research methods. As to Kothari (2004) quantitative research method is a research method that involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion while qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. On the other hand, Creswell (1994) as quoted in Kasahun (2017) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data and analyze them using mathematically based methods.

Thus, both quantitative and qualitative research methods are employed in this study. Employing quantitative and qualitative methods in an integrated way to make research is known as mixed method. Scholars define mixed method research in different ways. According to Johnson and Onwuegbuzie (2004), as quoted in Kasahun (2017), mixed method

of research is formally defined as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. Mixed methods research also is an attempt to legitimize the use of multiple approaches in answering research questions, rather than restricting or constraining researchers' choices. It is a creative form of research, not a limiting form of research. It is inclusive, pluralistic, and complementary, and it suggests that researchers take an eclectic approach to method selection and the thinking about and conduct of research.

Kothari defined it as a conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. Moreover, it helps the smooth sailing of making research as efficient as possible yielding adequate information and findings. In this research, descriptive and analytical research designs are used. This study employed 'descriptive' and 'analytic', to identify and state the objectives of the study. These designs collect quantifiable information to be used for statistical and numerical analysis of the population sample.

Descriptive research is more explanatory and enables the study to properly explain the research problem. It seeks to determine the answers to who, what, when, where, and how questions of this study. The descriptive-analysis method of research describes a subject by further analyzing it, which in this case involves dividing it into two or more parts (Formplus Blog, Jan.10, 2022). This study also divided content into economic, social, political and cultural, sources of information public and governmental with specific actors. Balance and unbalance news source division is also another division to fulfill descriptive-analysis design. In this study spatial or geographical flexibility news coverage divided into mayor (city administrations offices) & eleven sub cities of the study.

According to Gay(1992), descriptive research involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subject of the study. Descriptive research attempts to describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, living condition of a community, or describes attitudes towards an issue (Goundar, 2012).

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be

3.3. Sampling Technique

Sampling is a way of defining a subset of the population to make statistical inferences from them and predict the behavior of the whole population. Such inference drawing and generalization making basing parameters of the population from which the sample is taken usually function well in most research work” (Kothari,2004). Based on the representation stage and the element selection technique, generally, there are two main types of research samples: probability and nonprobability samples (De Vaus, 1996; Schofield, 1996; Bryman and Bell, 2003 and Sekaran,2000). Probability sampling design is employed in this research.

3.3.1. Probability Sampling

A probability sample is a sample in which each element within the population has an equal, or at least a known, probability of being selected within the sample. Bryman and Bell (2003) define probability sample as: “The sample that has been selected using random selection so that each unit in the population has a known chance of being selected” (Bryman and Bell,2003).

In probability sampling design, every item of the universe has an equal chance of inclusion in the sample. If on average the sample chosen is a random one, the sample will have the same composition and characteristics as the universe. Because of this, random sampling is the best technique for selecting a representative sample. In order to have a random probability sample certain procedures to ensure that the different units within the population have equal probabilities of being chosen can be used (e.g., systematic random sampling, simple random sampling, cluster random sampling, and stratified random sampling) (El-Gohary and Hatem, 2022).

However, for the purposes of conducting this research study, probability samples are both preferable and desirable because (as discussed earlier) these type of samples are more likely to produce a representative sample, reduce the sampling error and keep it minimum and enable estimates of the sample's accuracy. Accordingly, the ideal arrangement would be a probability sample taken from the research population frame. When determining the most suitable type of probability samples to be used within this research, the efficiency of the different probability samples must be taken into consideration. As the efficiency of the sample is measured by the size of its sampling errors relative to other samples of equal cost, as illustrated by Sudman (1976), simple random sampling is intended to provide the smallest sampling error.

3.3.1.1. Simple Random sampling technique

A simple random sample is a subset of a population chosen at random. Each member of the population has an exact equal probability of being chosen in this sampling approach.

Because it only takes a single random pick and little prior knowledge about the population, this method is the most straightforward of all the probability sampling methods. Any research conducted on this sample should have excellent internal and external validity due to the randomization (Thomas, 2020).

The most common confidence interval and levels used in SRS are 0.05 and 0.95, respectively (scribbr.com, Jan 24,2022). Hence the researcher used 0.8 confidence interval. Based on this, the study took 118 sample news stories out of 480 broadcasted news stories from October 13, 2021 to January 13, 2021.

3.4. Sample size

Because of the limited resources (regarding time and effort) of the researcher and to come up with an accurate and fair representation of the population characteristics, the researcher depended on a simple random research sample which has been selected randomly from the 118 out of 480 news resulting from the sampling frame of from October 13, 2021 to January 13, 2021. It was planned to determine the sample size according to the Aaker and Day (1986) sample size equation which is highly accepted by social science researchers since it takes into account the degree of required confidence, the sample error, ratio of population characteristics available in the sample (50% in social sciences) and population size. According to Aaker and Day (1986) the sample size can be determined depending on the following equation:-

Where: Z = Degree of required confidence (95 %)

S = Sample error (8%)

P = Ratio of population characteristics available in the sample (50%)

N = Population size n = Sample size

Many scholars like Bryman and Cramer (1998), De Vaus (1996), Sekaran (2000) and Bryman and Bell (2003) illustrate that a large and adequate sample size is the main method to ensure that the data collected would provide a reliable basis for drawing inferences, making recommendations and supporting decisions. Within this respect, a large and adequate sample

size would remove bias and meet the criteria required by the analytical methods used within the research. However, Bryman and Cramer (1998) highlight that the sample size has to be related to the size of the population. Moreover, Malhotra (2004) highlight that the required sample size depends on factors such as the proposed data analysis techniques used to analyze the data. On the other hand, according to De Vaus (1996) the required sample size depends on two key factors, namely, the degree of accuracy the researcher require for the sample, and the extent to which there is variation in the population in regard to the key characteristics of the study (De Vaus,1996).

However, some scholars have given some basic principles for determining the appropriate sample size to utilize when utilizing structural equation modeling in data analysis. Hair et al (1998) propose that a sample size of fewer than 100 is considered a small sample. A medium sample size is between 100 and 200, and a big sample size is more than 200, according to them. Garson (2009), on the other hand, believes that the sample size should be more than 100. Furthermore, numerous academics have conducted structural equation modeling studies with a sample size of roughly 100. (e.g. Khong, 2005; Graham, 2005; Eid 2003 and Battor 2008). Based on that, it is generally regarded that a sample size of 100 is the practical acceptable size for using structural equation modelling.

Considering this sample size as a guide, the sample size in different degrees of required confidence was calculated using the slovin formula sample size equation. On AMN fm 96.3 Ameshash Mae'd news program 480 news were broadcasted between October 13, 2021 to January 13, 2021. For the assessment purpose 118 news are selected by slovin's formula.

slovin's formula $n = \frac{N}{1 + N(e^2)}$ n= represents news sample size, e= represents margin of errors

$(1 + N(e^2))$ N= represents total news

$n = \frac{480}{1 + 480(0.08^2)} = 118$

$(1 + 480(0.08^2))$

3.5. Data source and Data gathering instruments

The data collection instruments are used to collect both primary and secondary data. Primary data sources are sources that are collected first-hand by the researcher. It is often objective, reliable, and authentic as much as it was gathered to address a particular research problem. It is accurate compared to secondary data. Primary data is: “the data collected specifically for the research project being undertaken” (Saunders and Thornhill. 2003). A primary source is

an information source that has not undergone extensive examination before being incorporated or admitted into the appraisal needs (Kothari, 2004). Therefore, primary sources enable the researcher to get data from “the horse’s mouth” and increase the degree of reliability. There are numerous approaches for gathering primary data in descriptive research. Among these, some of the most important ones are: observation, interview, surveys, schedules, and alternative methods, such as warranty cards, distributor audits, and pantry audits, consumer panels, and employing mechanical devices, through projective techniques; depth interviews, news sound footage and content analysis. For the purpose of conducting this research, the sampled news content was used as primary source.

Secondary data encompass information that is already available, i.e., information that has previously been collected and evaluated by someone else (Kumar, 2011). It is: “the data already collected in some other context than the present study” (Robson, 2002). It provides the necessary background information, builds credibility for the research report and helps to clarify the problem during the exploratory research process.

In order to collect the secondary data and to get a richer picture of the level of importance of the elements that assess quality of news content in diverse source, flexible geography and public forum sense, a literature review was conducted. This included published materials including books, articles, AMN annual reports, AMN editorial policy, proclamation No 65/2019, Ethiopian 2021 media law, website news, journals, governmental web sites on the Internet, and the constitutions, were used as published secondary source data and used as a secondary data gathering instrument. AMN Ameshash Mae’d news stories found on the media website were part of secondary sources to this study. Document analysis of data gathering was employed in this study as secondary sources. These are maintained and written by actual participant or witness of an event. These sources are produced for the purpose of transmitting information to be used in the future. Documents classified as primary sources are constitution, charters, laws, court decisions, diaries, deeds, genealogies, contracts, wills, autobiographies, letters, official minutes or records, permits, licenses, affidavits, depositions, declarations, proclamations, certificates, lists, bills, handbills, receipts, newspapers, magazines, accounts, maps, diagrams, books, pamphlets, catalogues, films, pictures, paintings, recordings, transcriptions and research reports (Pandey and Mishra 2015).

As Ritchie and Lewis (2005) indicated, document analysis encompasses the review and analysis of related documents. The main objective of this method of data gathering is to understand and grasp the assessment of Ameshash Mae’d news contents and accomplish the

intent of the study subject. Therefore, in this study, some documents are included to be analyzed, such as: Editorial policy of AMN, proclamation and Ethiopian media law.

Content analysis, primarily a quantitative approach to this news content quality study, was employed to gather data for the research. The content analysis was explained by various scholars in different ways. For instance, (Kothari, 2004) Content analysis entails examining the contents of documentary materials such as books, magazines, and newspapers, as well as the contents of any other oral or written sources. Kothari also expressed it as a measurement through proportion". Another scholar, Bell (2001) states that content analysis is an empirical and objective procedure to quantify recorded news using reliable, explicitly defined categories. The scholars also elaborate that content analysis addresses questions such as frequency, duration, priority and news content categories. Cohen (2007) also define content analysis as the process of summarizing and reporting written data – the main contents of data and their messages. In this study 118 news content was analyzed. In general document and content analysis are this study research instrument technique.

3.6. Content Categories

A system of organizing study areas or things into discrete groups is referred to as a "category." The entire collection of news articles was sorted into their appropriate categories. The most essential elements of diversity were classified according to their manifestations or determinants, including content, news sources, balanced and unbalanced source perspectives and opinions, and geography. Scholars classify media content depending on the subjects or news articles covered (Carpenter 2010, Humprecht and Büchel 2013), news genres, geographic areas (Choi 2009), and other aspects.

In a news content quality analysis research, the media might divide geography, subjects or sources, contents or opinions into distinct sub-categories. All of the gathered news stories are managed in the same way in this study, based on the report's respective region, source variety, types of news source per content and issue belongingness, and reflection of sources notion in accordance with balanced, fair, and objective news value. It also categorizes news in the public discussion areas. All of the news stories in their respective content features were given codes. This classification of concerns covered in a geography, content, and source diversity coverage, as well as reflection chosen for inquiry, serves as a beginning point for investigating media material (Anders et al, 1998, p.199).

3.6.1. Geographically flexible news coverage for assessment of news content

The capital's sub cities and mayor or city administration offices geographical coverage were included in this section/variable as categories. Akaki Kaliti, Nefas Silk-Lafto, Kolfe Keraniyo, Gulele, Lideta, Kirkos, Arada, Addis Ketema, Yeka, Bole, Lemi kura are among the sub cities of Addis Ababa that represented the geographical coverage categories. A special category called others has been added. This is purposely set by researchers to code single news stories that touch the country in capital (Addis Ababa) and cover two and more sub cities of the capital in particular. This coding system is supported by (Wimmer and Dominick, 2011).

3.6.2. Diverse news content coverage for assessment of news Category code

These include the diverse concept diversity category of stories (news) broadcast over the specified time period. Economic, political, cultural, and social elements are anticipated to be included in these news pieces, as well as specialized themes. The following is their category in the coding system. Political news content includes stories that deal with good governance, Democracy, Capacity building, Diplomacy, chaos and peace news. Social news content includes stories that deal with health, education news. Economic news content includes stories content that deal with Agriculture, Trade, investment, mining, construction, and finance and market news. Cultural news content encompasses stories like anniversary, public and state holidays, tourism, societal shared values etc. For more please look at the appendix. Based on the above category the following analysis is made.

3.6.3. Diverse news Sources (Actors) for assessment of news content

This category leads towards 'exposure to a variety of sources increases the likelihood that audiences receive diverse ideas.' This indicates the person, place or things which the station gets information from and reflects towards the audience should endorse a variety of ideas. It refers to a person who provides heterogeneity of the content that reaches audiences, the sources can be seen from public, expert and government angle/view etc. ideas. This helps to know how the organization /AMN/ uses various sources to balance the information and to entertain content diversity via actor's voices. Because actors and viewpoints are the main determinant of news content.

3.7. Data Organization and Analysis

Tables with percentages were used to evaluate and analyze the assessment of news content analysis results. Finally, the findings were presented, and conclusions were formed from them.

CHAPTER FOUR

Data Presentation, analysis, and discussion of the finding

4. Introduction

This chapter assesses news stories that have been classified using structured coding. The news themes of each news will be explored and narrated in this manner. The data is tallied and analyzed in a way that pinpoints the assessment of AMN news content, particularly in the arena of AMN 96.3 prime time (Ameshash Ma'ed) news. The first topic for discussion is the AMN 96.3 prime time (Ameshash Ma'ed) news genre. This section aims to demonstrate how far AMN 96.3 prime time (Ameshash Ma'ed) news reports entertain moderate hard and soft news in order to achieve the balance of issues as news content.

4.1. Hard and Soft news in AMN FM 96.3 (Ameshash Ma'ed) news

News genres	News	Number of news	percentage
Hard	<p>□□□- □□□ □□□ □□□□ □10 □□□ □□□ □□□□ □□□□ □□□□ □□□□□□□ □□□□□ □□ □□□□ □□□□ □□□□□□□□□□</p> <p>News-Dessie youths arrested more than 10 armed mobs with their radio, and handed them over to police.</p> <p>□□□- □□□□□ □□□ □□□□□□ □□ □□□□□ □□□□□ □□□□ □□□ □□□□ □□□□ □□□□□ □□□□□ □□ □□□□□ □□ □□□□□ □□□□</p> <p>News-In Gambella, two suspects were arrested yesterday in connection with an illegal firearm that was to be handed over to the terrorist Shene.</p> <p>□□□- □□□□□ □□□□ □□□□ □□□□□ □□□ □□□□□□ □□□□□□ □□□□□□ □□□□ □□ □□ □□□□ □□□□ □□□□□□ □□□ □□□ □□□□□ □□□ □□□□ □□□□□□□□</p> <p>News-Deputy Prime Minister and Foreign Minister Demeke Mekonnen has said that the EU's recent proposal is unbalanced and unacceptable.</p>	100	84.7

issue specialized in the field, i.e., agenda-setting theory, is equally crucial to the influence of news stories on the media agenda.

Here AMN Fm96.3 Ameshash Mae'd news slightly miss to balanced soft news issues in agenda setting context.

4.2. The geographical features of distribution of Ameshash Ma'ed news

Sub City administration	News	No of news	percentage
Arada	<p>Arada Sub-City Executive, Abay Yohannes, said he has collected 39 million birr to support the Ethiopian Defense Forces.</p> <p>A blood donation ceremony was held in Arada sub-city under the motto of organized Ethiopian People's Army.</p>	2	1.7
Akaki	<p>Akaki Kaliti youths said they capture the terrorist group TPLF seized various items that were used for damage.</p> <p>Tigrayans living in Akaki-Kaliti sub-city have said that the government will work with the government to liberate the people of Tigray from the terrorist group.</p>	3	2.54

<p>104 general</p>	<p>Members of the Republican Guard, the Special Operations Force and the Air Force, are the ones who have solved the problems of our troubled country and the ones who will continue to do so.</p> <p>The Ethiopian Maritime Transport and Logistics Service (EMIS) has announced that the terrorist group Tigray has completely looted and destroyed the dry port terminal in Kombolcha</p> <p>Addis Ababa City Administration Mayor, Adanech Abebe, on her part said that the people are moving around various parts of the capital and are maintaining peace in the area .</p> <p>Industrial Parks announced that it is working to activate Kombolcha Industrial Park.</p>	<p>104</p>	<p>88.1</p>
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Table 2: - Coverage of Ameshash Ma’ed news content in geographical area.

The data above illustrates how AMN FM 96.3 news content covers a variety of geographical area. According to Schudson, "the underlying purpose of journalism is to inform individuals about others in their society and environment so that they might come to appreciate the view points and experiences of others, particularly those who are less fortunate than themselves" (Kovach and Rosenstein,2001). Even under the principle of social responsibility, the press is viewed as a servant to society. The media is a venue of a "voice for the voiceless".

According to this viewpoint, AMNs are supposed to give citizens with the information they require, regardless of where they live or the cultural context in which they find themselves.

Within the municipal administration level, there should be coverage of many viewpoints with an entire spatial setting in impartial and fair geographical news coverage to meet public information interest. This will assist people in better understanding one another and developing mutual respect. According to the above table in the sample period, AMN FM 96.3 Ameshash Ma'ed news broadcasts 88.1% of news at the national level, 1.7% of news at Arada, 3.4% of news at Nefas Selk, 2.54% of news at Akaki kality, and 0.84% of news for Kirkos, Bole, Lideta, and Lemikura. However, one of Addis Abeba's most important subcities, Gulelie, and other subcities, were never included in the sample period. Here, AMN tries to play impartial local media coverage, but it falls short of truly addressing equal opportunity.

AMN FM 96.3 Ameshash mae'd news aims to broadcast a diverse range of programming from across the country, although it does not completely address local stories in Addis Ababa's subcities. This depicts the existence of unfair biased coverage of geographical news diversity. The journalist is also obliged to access and strive to present balanced, fair and comprehensive information to entertain geographical news content. Even the subcities doesn't have events to be covered the media house should set an agenda to look after the society in the area. AMN journalists should recognize in their profession to apply the principle of all people have an equal right to express themselves through the media of mass communication.

Additionally, providing particular attention to minorities, universal geographic accessibility, and universal appeal across tastes and interests, and contribution to a sense of national identity and community, are some of the guiding principles of public service broadcasting (PSB). When people living in different parts of a city feel that they are part of the Ameshash Ma'ed news, the station can contribute to the value of diversified geography news coverage and enable it to meet its credible media objective.

The assesment result also contradicts Schudson's (1995) argument that "the media should be "multi-perspectival" as a common bearer of the viewpoints of all different groups in society."

4.3. News presentation approach AMN FM 96.3 Ameshash Ma'ed news

	news presentation approach AMN FM 96.3 Ameshash Ma'ed	
	No of News covered	percentage
Reader presentation format	62	52.5%
Voicer presentation format	21	17.8%
Voicer-warp presentation format	32	27.1%
Actuality presentation format	-	-
Q&A – which means question and answer presentation format	1	0.84%
Live report	2	1.69%
Total	118	100%

Table 3: - news presentation approach AMN FM 96.3 Ameshash Ma'ed news content

All the news presentation approach of AMN FM 96.3 Ameshash Ma'ed news in the above table are sampled from the total news items taken from the AMN 96.3 Ameshash Ma'ed news report during the study period. In this point news presentation approach from the researcher looks to investigate the news source basing who is the main presenter of news in the lead, body and conclusion structure and that is the news assessment standing point for the study. Hence the presenter determines what news presentation approach the media folluty to dessiminate the content.

Mwaffisi (1994) defines the basis for structuring news as the life blood of the news. As a result, AMN Fm 96.3 journalists must set several news presentation approaches during the stage of news broadcast in order to present quality news content.

As pointed out in Chapter Two, media underlining 'social responsibility obligation is, opening opportunity for diverse voices to be heard in the public arena. The views of all sides must be included and treated equally in all issues it covers. Therefore, stories that are presented to AMN 96.3 audiences have to pass balance, credibility, objective, fairness,

		<p>from the terrorist group.</p> <p>□□□□ □□□□ □□ □□□□□□ □□□□ □□□□ □□□□ □□□□ □□□□ □□ □□□□ □□□ □□□□□ □□□□□□</p> <p>Enat party leaders said that the security of the country must first be ensured in order to sell ideas and compete.</p>		
	Good Governance	<p>□□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□</p> <p>It is said that the training being provided to the leadership will enable the officials to carry out their duties with a national perspective.</p>	7	
	Capacity Building	<p>□36□□□</p> <p>□□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□</p> <p>Special Campaign Force Training Center inaugurates 36th Special Forces Commandos.</p>	10	
	Diplomacy	<p>□□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□ □□□□□□ □□□</p> <p>Deputy Prime Minister and Minister of Foreign Affairs, Demeke Mekonnen, said interference by sovereign states on human rights and humanitarian issues is unacceptable.</p>	5	
	Political Instability (Chaos)	<p>□□□□□□□□□□□□□□ □□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□</p> <p>Akaki Kaliti youths said they capture the terrorist group TPLF seized various items that were used for damage.</p> <p>□□□□□□□□□□□□□□□□□□□□□□□□ □□□□□□□□□□□□□□□□□□□□□□□□</p>	28	

democracy themes account for 12.7% of political content diversity news, good governance 4.2%, diplomacy 8.5%, political instability (chaos) 24.5%, and capacity building 1.69%.

On the other hand, the media tries to cover diverse news themes to entertain quality news content. Coverage of diverse issues is suitable for the analysis of variation in the diversity of news content. According to Aeiist (2017), media content should be multi-faceted and varied depending on the subject or news article being presented. Media practitioners should set it under public interest. A partial overview of the breadth of news content. All rounded indicators of content diversity issues or opinions were not weighed proportionally.

According to the above table, AMN Ameshash Mae'd news content delivers diversified political, social, economic and cultural news content reporting. But when we categorized, it presents with unbalanced content coverage. The journalist should not only have an obligation to serve the power holder but to the public as well (Peterson, 1996). In other words, the news media should value content diversity with balance, fair, clear objective and diverse reporting.

The highest and most diverse news content variety of AMN Ameshash ma'ed news is political news items, as seen in table 4. It covers 66% of the area. Content ascribed and subscribed to issues of TPLF military disarray in the country, conflict settlement, PM Dr Abiy Ahmed's speech about the TPLF, military training, and criminal acts of politicians and opposition parties talks and other connected news articles dominate the political news. The table clearly shows the majority of news content focus on the political subcategories of political instability and peaceful resolution stories within the country. But as a developing country and a city with a big boom expectation economical, social and cultural news contents should get equal opportunity to be onaired.

4.5. News making structure of approach AMN FM 96.3 Ameshash Ma'ed News

	news presentation approach AMN FM 96.3 Ameshash Ma'ed	
	No of News covered	percentage
Straight news	60	50.84%

Depth news	37	31.35%
Interpretive news	16	13.55%
Investigative news	5	4.23%
Total	118	100%

Table 5: -News making structure of approach in AMN FM 96.3 Ameshash Ma'ed news

The AMN 96.3 Ameshash Ma'ed news making structure is shown in the table above. In the study period, AMN FM 96.3 Ameshash Ma'ed reported 50.84% straight news, 31.35% depth news, 13.55% interpretive news, and 4.23% investigative news. As a metropolitan city media the news structure should

4.5. Major Findings of the study

The study findings reveal that AMN FM 96.3 Ameshash Ma'ed news strive to entertain news content quality content diversity. Even though AMN dictates to reflect the outlooks and needs of all sides on all issues without any bias, it practically slides to report more hard news stories than soft news. This will depict imbalance and uneven news content quality.

Political news stories are the main news content quality sub themes to be entertained. This hinders the endorsement of a variety of traditions, values, and customs of the society. And retard the AMN effort of building the good image of the country and to support the economy of the tourism sector by transforming the ancient historical and natural heritages and culture of the country into tourist attractions. Therefore this research has considerable significance in pointing the gap in news content quality reporting and the measures that the AMN FM 96.3 journalists should take to make the media work freely and oblige their social responsibility while broadcasting Ameshash Ma'ed news.

According to social responsibility theory, one may argue that country wide stories should be given more coverage to fulfill their government activity checking role. But, on the other side, it is better to recognize that the theory also advocates being the 'voice for the voiceless' in line to the main vision of establish FM station, which sets local content report as the main source of information.. In such a mechanism, diverse views will get balanced coverage. But the finding reveals that AMN FM 96.3 Ameshash Ma'ed news focus on country wide stories, while subcities content and happenings get less attention in geographical news content quality fulfilment or measurement context.

Readers presentation format dominates the Amn Fm 96.3 Ameshash Mae'd news transmission. Declaration to be careful when news and current affairs programmes do not in both content and number fall under the influence of readers presentation format; and the media house will take precaution not to be one-sided by presenting information and reports received, failing to balance the straight, depth and investigative news reduces quality news content.

Following an accommodating approach to cover subcities named minority groups are what the public service media like AMN stands for. In this respect, Fm 96.3 Ameshahae mae'd news tries to broadcast diversified contents of news in each geographical setting of the country but not fully address subcities in city administration in well projected manner. This type of practice omits to provide particular attention to minorities, universal geographic accessibility, and contribution to a sense of national identity and community guiding principles of public service broadcasting (PSB). Moreover, social responsibility theory, the guideline of being a "voice for the voiceless" remains under question in AMN FM 96.3 Ameshash mae'd news geographical news content quality broadcasting. The media access and strive to present balanced, fair and comprehensive information to entertain geographical news diversity gets less attention.

CHAPTER FIVE

Conclusion and Recommendation

5.1. Conclusion

AMN FM 96.3 Ameshash Ma'ed news report entertains social, cultural, economic and cultural news content quality partially. The main category of news content quality AMN FM 96.3 Ameshash Ma'ed news is Political news content.

Balance and fair transmission and coverage of hard and soft news remains in question mark. Because hard news aired two-fold times than soft news.

Following an accommodating approach to cover subcities within the city as the local media are what the public service media like AMN FM station stands for. In this respect, AMN 96.3 Ameshash Ma'ed news tries to broadcast diversified contents of news in each geographical setting of the country but does not fully address subcities within the city as the local media.

Therefore, tremendous and strong effort is needed from the news editorial board side to entertain balanced content diversity news broadcasting in a free, fair, balanced and responsible manner.

Thus, the research is believed to be an input to the media, policymakers, and help other researchers on similar issues as a baseline.

Readers presentation format dominates the AMN FM 96.3 Ameshash Ma'ed news transmission. Unbalance straight, depth, interpretive and investigative news reduce quality.

5.2. Recommendations

Recommendations based on the study findings are suggested below.

5.2.1. Recommendation to news content coverage

According to the findings, AMN FM 96.3 Ameshash Ma'ed is making an effort to entertain various news items with various concerns with unbalanced coverage. Other content categories lose equitable coverage as a result of the dominant political content diversity. This is incompatible with heterogeneous and equitable content distribution. This will be corrected, as news has its own set of rules to follow.

- According to PSB media law, it must exercise social responsibility in a proportional manner to entertain and form diverse social, tourism, historical, tradition, values, and traditions of the society.
- Should entertain balanced news stories in hard and soft news manner.
- Maximum effort must be expended to set not only the readers' presentation method, but also to integrate actuality, voiceover, and other news reading approaches in order to get the highest possible news content quality media.
- It shall not come within the straight news genre because reputable media necessitates fair and independent news content as well as source diversity presentation. Other types of news, such as investigative, interpretive, and depth, should be reported.
- AMN 96.3 FM Ameshash Mae'd should address a variety of content in each geographical area, without overlooking the subcities that the media establishes for.
- Should follow a responsible, liberal and accommodating approach to cover subcities.

In general, the incoming researcher will be able to do more quality media study on news items. Because the following subject of study has to be explored further: news content quality.

In the case of; achievements and failures in news content quality, project and press release quality, and other genre news, women's diversity reflection in prime time news And in what geographical settings and with what content are specific sources of information entertained?

Furthermore, the researcher suggests conducting additional research titled "examination in news content quality coverage experience in Ethiopia; a comparative case study in private and public media."

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Appendix I

CONTENT CODINGS

subcities:

100.....Arada

110..... Akakie

120..... Bole

130.....Yeka

140..... Kolfie Keraniyo

150..... Kirkos

160..... Addis Ketema

170..... Nefas Selk Lafeto

180..... Ledeta

190..... Lemi Kura

200..... General

210.....gulele

Types of news themes: These include the types of story (news) transmitted during the given period of time. Aligned with economic, social and political, dimensions of development and cultural. When the news contains two or more themes code the most focused and first stated general theme only

300.... Economic development

400.... Social development

500.... political development

600.... cultural development

Specific Theme (When the news contains two or more themes code the most focused and first stated specific theme only)

300..... Economic:

310..... Agriculture

320..... Industry

330..... Trade & investment

340..... Mining

350..... Infrastructure

351..... Road

352.....Rail ways

353..... Telecom

354..... Energy

355..... Water supply

356..... Transport

360.....construction

370finance

380.....market

390.....other economic

400..... Social developments:

410..... Education

420..... Health

430.....information/media

440.....civil servant

450.... others

500..... Political developments:

510.... Democracy

520..... Good governance

530.... Capacity building

540.... Diplomacy

550.... chaos

560.... Others

600.... cultural development

700...News gener in thematic structure

710Straight news

720 Depth news

730 Interpretative news also known as news analysis

740 Investigative news

800. readers preseantation approach news

810....Reader presentation format

820....Voicer presentation format

830.....Voicer-warp presentation format

840....Actuality presentation format

850....Q&A – which means question and answer presentation format

860.....Live report

900.....news genres

910Hard News

920Soft News

Appendix II

News Content with Broadcast day with Coding they represent

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The President of the Federal Democratic Republic of Ethiopia, Sahlework Zewde

VO.... FDRE President Sahlework Zewde

It should be borne in mind that our flag is a symbol of the resilience and resilience of Ethiopians that we have been able to achieve.

200□ 600□ 710□ 820□ 910

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Addis Ababa City Mayor, Adanech Abebe said the city administration has provided all the necessary resources to enable students to excel in the 2014 academic year. Education begins today, October 1, 2014.

VO... Mayor of Addis Ababa

We prepared for the coming year you all achieve in your education a great result as we prepare all the necessary materials with New hope and preparation for the great result to achieve.

200□ 410□ 710□ 820□ 910

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Dessie has been a flag hoisting venue for two decades. It is known that the National Flag Day is celebrated on the first Monday of October of each year in accordance with Article 2 of the Amended Flag Proclamation No. 863/2006. It has been celebrated for 14 times this year at various events.

The ancient city of Dessie is a day-to-day practice of hoisting and hoisting flags in public. Dessie will have its flag hoisted and unfurled in the public square at sunset and sunrise. It has been ten years since it started this. Dessie is a city with a rich cultural heritage. The flag-raising ceremony will take place in the piazza city center. There are many people and vehicles moving in the piazza. On the morning people that use the road and the police, who stand right and left to honor the banner with glory, and they are in the square. As they do so, the whistle blows, the pedestrians and vehicles stop, and they all perform their flag-raising ceremony with dignity and respect. It is 12 o'clock in the evening and it carries out the flag-lower ceremony. FDRE President Sahlework Zewde said travelers should work together to transform our country with the help of the flag-gathering force. Flag Day was also celebrated by the House of Representatives.

The Reporter .. Intro..... Flag Day has been celebrated for 14 times this year with various events. FDRE President Sahlework Zewde said it is needed to Continue values such as flag hosting between generation.

Sahlework ZewdeOur flag, like other countries that have gained their independence, is a symbol of our unity.

Reporter:.....In particular, the President says that the flag should be appropriate for Ethiopia as a nation we put our effort in all direction.

Sahlework Zewde.....Our flag must bring about the transformation that has begun to bring dignity and dignity to Ethiopia. If we cooperate, we have nothing to lose.

Reporter:....Intro.....Respect for flags is paramount. that the dignity of the flag should be respected by all parties.Exit

Sahlework Zewde

The family, the society and the government all have a responsibility to inspire the youth of our country. The dignity of the flag is maintained by an Ethiopian youth who knows and sees.

I reaffirm my strong desire for a new chapter and a new hope.Exit.

Reporter:

This year's Flag Day is celebrated with the motto: In a new chapter,with sovereignty that honored by the principle of raising the flag.

200 600 730 830 910

3 2014 . / Oct 13 /2021

3 2014 . / Oct 13 /2021

It is said that the training being provided to the leadership will enable the officials to carry out their duties with a national perspective.

200 520 720 820 910

3 2014 .

3 2014 . / Oct 13 /2021

A delegation led by the Prime Minister, Dr. Abiy Ahmed, visited a 'Kuta Getem' plot of land in , Arisi Zone, Hetosa Woreda.

200 310 730 830 910

3 2014 . / Oct 13 /2021

3 2014 . / Oct 13 /2021

The Addis Ababa City Administration has deployed 40 health professionals who are providing technical support to the Defense Forces and Special Forces.

200 420 710 810 920

3 2014 . / Oct 13 /2021

3 2014 . / Oct 13 /2021

Artists and media professionals who stayed with ENA said that it should be a major task for the new appointees to turn the current problems of Ethiopia into a good opportunity.

200 430 710 810 920

October 13, 2021

Ethiopian diaspora in Britain donate to the Grand Ethiopian Renaissance Dam.

200 370 730 830 910

October 13, 2021

Regional Competing Parties announced the 6th General Election held in Harari State has been peaceful and democratic

200 510 710 810 920

October 15, 2021

Deputy Prime Minister and Foreign Minister Demeke Mekonnen has said that the EU's recent proposal is unbalanced and unacceptable.

200 540 720 810 910

October 5, 2021

A delegation led by Prime Minister Dr. Abiy Ahmed has visited large farms in the Arsi region of Oromia State to ensure food security.

One of the Millennium Development Goals is to ensure the country's food security. The plan to have not only food but also quality and nutritious food. Prime Minister Abiy Ahmed said it is the responsibility of all to ensure food security.

200 310 710 810 920

October 5, 2014 / Oct 13 /2021

2013 National Higher Education Entrance Examination has been extended until today due to various reasons.

The 2013 National Higher Education Entrance Examination has been extended until today due to various reasons.

200, 410, 730, 830, 910

October 9, 2014 / Oct 19 /2021

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Ambassador Nissise Chali , the Ministry of Tourism take over from Dr. Hirut Kassa, former Minister of Culture and Tourism.

Following the formation of the new government, the Minister of Tourism, Nissise Chali, take over the reins from former Minister of Culture and Tourism, Dr. Hirut Kassa. The Minister of Culture and Tourism, Kejela Mersa, was present at the handover ceremony. On the same day, the vice ministers of the two ministries also handed over their duties. Following the handover, a detailed briefing was given to the senior management on the planned and unfinished activities of the institutions as well as the next steps to be taken.

200, 510, 710, 810, 920

October 9, 2014 / Oct 19 /2021

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Under the theme "New Satisfaction and Prosperity for the Community in a New Chapter with New Hope."Nifas silk Lafto Sub-City Administration Holds Talks with Block Leaders.Presented in the form of a report and presented at the Movement Forum?Mrs. Netsanet Daba,Ato Tewedaje Hailemariam,Ato Mekonene Zenebe as participant

170, 520, 710, 810, 910

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Dessie youths arrested more than 10 armed mobs with their radio, and handed them over to police.

200□ 550□ 720□ 810□ 910□

□□□□ 9 □□ 2014 □.□/ Oct 19 /2021

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In Gambella, two suspects were arrested yesterday in connection with an illegal firearm that was to be handed over to the terrorist Shene.

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The United Arab Emirates has donated 50 ambulances to Ethiopia.

200□ 540□ 710□ 810□ 910

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Residents of Logia town in the Afar region say they will fight the TPLF's futile desire to destroy Ethiopia.

Reporter:

Intro..... Haji Osman, a religious leader in Logia, says speaking to the Afar people about being Ethiopian is like helping a funeral procession.

He suggested that they should join hands with the brave National Defense Forces and fight together.

Religious father Haji Osman

Intro.....The Afar people have no bargaining power over their Ethiopian's Religious people in "Dua We must help"..... Exit

Reporter:

Intro..... Logia City resident Kedja Mohammed on her part "Everyone should stand together on the side of the Defense Forces and fight the TPLF," she said

A resident of Logia, Mrs. Kedja Mohammed

Intro.... We must be united, we must be the spokesperson of the junta we will march forward Exit

Reporter:

Intro..... Ali Huteli said the TPLF terrorist attack in the Afar region is part of a mission to destroy Ethiopia. He said the group needs to be defended together..... Exit

Mr. Ali Hotley

Introduction There must be peace first Everyone from Defense, Militia, It must be aligned with the Special Forces.....Exit

Reporter:

Intro..... The elders of Logia and Semera areas, Gurabah Ali, on his part said all women, men, big and small should fight against the destructive group.

200 550 730 830 910

17 2014 . /Oct 27 /2021

Reporter: The elders of Logia and Semera areas, Gurabah Ali, on his part said all women, men, big and small should fight against the destructive group.

Deputy Prime Minister and Minister of Foreign Affairs, Demeke Mekonnen has said Ethiopia will continue to support the United Nations in its efforts in the country.

200 540 710 810 910

17 2014 . /Oct 27 /2021

2014 70 110 735 68

Minister of Revenue, Lakew Ayalew, said 70 billion 110 million 735 thousand 68 birr revenue has been collected in the first quarter of the current budget year.

200 370 710 810 920

17 2014 . /Oct 27 /2021

Reporter: The Addis Ababa City Administration has provided assistance to those affected by the drought in the Borena Zone and those displaced by the fighting in the Wollo area .

The Addis Ababa City Administration has provided assistance to those affected by the drought in the Borena Zone and those displaced by the fighting in the Wollo area .

200 390 710 810 920

17 2014 . /Oct 27 /2021

Reporter: Addis Ababa City Administration Mayor, Adanech Abebe and Minister of Urban and Infrastructure, Chaltu Sani, visited Indigenous Home Construction Technology.

Addis Ababa City Administration Mayor, Adanech Abebe and Minister of Urban and Infrastructure, Chaltu Sani, visited Indigenous Home Construction Technology.

200 320 720 830 910

17 2014 . / Oct 27 /2021

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Police in Adama town said, persons have been arrested and fined for stealing a train railway.

200□ 550□ 720, 810

□□□□ 17 □□ 2014 □.□/ Oct 27 /2021

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Completing their stay in the Dejen Aviation Industry in the Defense Forces

□□□□ 21 □□ 2014 □.□/ Oct 31 /2021

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The TPLF has been waging a bloody campaign against the people of Amhara and Afar regions to destroy the country.The Southern Nationality and Peoples' Regional State Prosperity Party announced.

200□ 550□ 730□ 820□ 920

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Aguala Juntu Training Institute near Mekelle was hit by an airstrike.□

200□ 550□ 710□ 810□ 910

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Addis Ababa City Mayor says Sunday market has been launched to reduce the cost of living.

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The Government Communication Service stated that the October 24, 2003 attack on the Northern Command by the Defense Forces is being commemorated by various faiths.

200□550□ 730□ 830□920

□□□□ 25 □□ 2014 □.□/Nov 4/2021

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Special Campaign Force Training Center inaugurates 36th Special Forces Commandos.

200□ 530□ 710□ 810□ 910

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Police in Benishangul-Gumuz have arrested 98 people with direct links to the terrorist TPLF and Shenai.

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The Department of Emergency Proclamation does not in any way absolute responsibility for any action or discourse that is inconsistent with, or contrary to, the intentions of the terrorist group and contributes to the success of terrorist groups. The House of Representatives also approved the proclamation.

□200□ 510□730□830□ 920

□□□□ 26 □□ 2014 □.□/Nov 5/2021

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Competing party members said they are ready to make the necessary sacrifices for our country from Dejen to Front.

200□510□ 710□ 810□920

□□□□ 26 □□ 2014 □.□/Nov 5/2021

□□□ 7 □□ 2014/Nov 16/2021

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Addis Ketema sub-city under the motto of organized Ethiopian People's Army prepared blood donation and food preparation for the Defense Forces.

100□ 530□ 710□ 810□920

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It is said that the ongoing efforts to thwart the terrorist plot of the TPLF are encouraging.

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President Sahelework Zewde said investment in the education sector should be increased.

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Director General of the Defense Women's Affairs Directorate, Major General Tiruye Assefe, said the Ethiopian people are supporting our army to show their resilience to the country.

200□ 550□ 710□810□920

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Arada Sub-City Executive, Abay Yohannes, said he has collected 39 million birr to support the Ethiopian Defense Forces.

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It is learned that the former members of the Defense Forces, who were called in to train recruits from all four directions at the Zeway Bulbula Training Center, are doing a good job.

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A blood donation ceremony was held in Arada sub-city under the motto of organized Ethiopian People's Army.

100□ 530□ 710□ 810□920

□□□ 7 □□ 2014/Nov 16/2021

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The terrorists are said to be on the side of the government to thwart the conspiracy of the TPLF and OLF.

200□ 550□ 710□ 810□ 920

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Southern state announces, it is ready to make any sacrifice to uphold the sovereignty and peace of the country

200□ 550□ 710□810□920

□□□ 7 □□ 2014/Nov 16/2021

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The Lideta Sub-City Administration has graduated community peacekeepers.

180□ 530□ 710□ 810□ 910

□□□ 7 □□ 2014/Nov 16/2021

Farmers around BahirDar say they are working in irrigation to compensate for the loss of crops by the invading forces of Tigray.

200 310 720 810 910

19 2014/Nov 28/2021

የባሕር ዳር አካባቢ ያሉ ገብጻውያን ግብርና ለማስጠገን ለማድረግ ጥረት ማድረግ ለመጀመሩን አዘጋጅተዋል።

Addis Ababa City Administration Adanech Abebe said the entire area should be vigilant to prevent the TPLF terrorist plot to turn Addis Ababa into a riot center .

200 550 710 820 910

19 2014/Nov 28/2021

የአድድሜ ከተማ አስተዳደር ለግብርና ለማስጠገን ለማድረግ ጥረት ማድረግ ለመጀመሩን አዘጋጅተዋል።

A former member of the army said, Dr.Abiy Ahmed,join the front lines,marks as Mile,Chifera and Gashena captured by the Ethiopian army and loss to the terrorist group TPLF.

200 550 720 820 910

19 2014/Nov 28/2021

የታደሰ ገብጻውያን ግብርና ለማስጠገን ለማድረግ ጥረት ማድረግ ለመጀመሩን አዘጋጅተዋል።

The Ministry of Planning and Development said in a statement issued today that the Council of Economic Advisers expressed its sorrow over Dr. Eleni G. Medhin's decision to hold a meeting with the aim of overthrowing the incumbent government.

200 520 710 810 920

19 2014/Nov 28/2021

የጥበቃና ልማት ሚኒስቴር ደብዳቤ አዘጋጅተዋል።

The President of Somaliland, Muse Bihih Abdii, has announced that he will support the Ethiopian government's crackdown on law enforcement in the north of the country.

200 540 720 810 910

□□□ 25 □□ 2014/Dec 4/2021

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Addis Ababa City Education Bureau announced that a march will be held for the 30,000 members of the education community in Addis Ababa on Monday.

200□ 410□ 710□ 810□ 920

□□□ 25 □□ 2014/Dec 4/2021

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Tigrayans living in Addis Ababa are set to hold a peaceful demonstration tomorrow against the terrorist group TPLF.

200□ 510□ 720□ 830□ 910

□□□ 25 □□ 2014/Dec 4/2021

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Tigrayans living in Akaki-Kaliti sub-city have said that the government will work with the government to liberate the people of Tigray from the terrorist group.

110□ 510□ 720□ 830□ 920

□□□ 25 □□ 2014/Dec 4/2021

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Tigrayans living in Nifas Silk sub-city have said that the government will work with the government to liberate the people of Tigray from the terrorist group.

170□ 510□ 720□ 830□ 920

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Enat party leaders said that the security of the country must first be ensured in order to sell ideas and compete.

200 510 720 830 910

29 Dec 2014/Dec 8/2021

President Sahlework Zewde on her part said Ethiopians should continue to strengthen their unity and independence.

200 510 720 820 910

29 Dec 2014/Dec 8/2021...

Addis Ababa City Administration's Deputy Mayor, Jobs Enterprise Enterprise and Industrial Development Bureau Head, Jantrar Abay, on his part said the creation of job opportunities for citizens requires the joint participation of the Queen Sector Offices.

1 Dec 2014 . /Dec 10/2021

Addis Ababa Deputy Mayor and Head of the Enterprise and Industrial Development Bureau, Jantar Abay, said the efforts of the Defense Forces, the Amhara Special Forces, the Militia Fano and the Gashena Front will be remembered forever.

200 550 730 830 920

1 Dec 2014 . /Dec 10/2021

Prime Minister, Dr. Abiy Ahmed announces a technology is made by commercial Bank of Ethiopia that help the Diaspora .

200 353 720 820 910

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The House of Representatives passed a resolution approving the establishment of the Ethiopian National Consultative Commission

200□ 520□ 710□ 810□ 910

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The Customs and Excise Commission has announced that the Diaspora will be able to bring their personal belongings with them to celebrate Christmas.

200□ 370□ 710□ 810□920

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The Addis Ababa City Administration has supported the Defense Forces in Wollo Front .

200□ 550□ 720□820□920□

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Addis Ababa City Transport Bureau announced that the transport service will continue as before until the tariff amendment is announced.

200□ 356□ 710□ 810□ 920□

□□□□ 1 □□ 2014 □.□/Dec 10/2021

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Members of the Special Operations Force, the Republican Guard and the Air Force, are the ones who have solved the problems of our troubled country and the ones who will continue to do so.

200□ 530□ 730□ 830□ 910

የኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ሪፐብሊክ ግንባታ ሚኒስቴር
የግንባታ ሚኒስቴር

Industrial Parks announced that it is working to activate Kombolcha Industrial Park.

200 320 710 820 910

የግንባታ ሚኒስቴር 4 ጥቅምት 2014 ዓ.ም./Dec 13/2021

የኢንዱስትሪ ፖርክ ማስገንባት ለማስፈጸም ለሚገቡት ገንዘብ ለማግኘት ለሚገቡት ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር

Workers of Kirkos sub-city gather crops for the patriot families in Sebeta town .

150 310 710 810 920

የግንባታ ሚኒስቴር 4 ጥቅምት 2014 ዓ.ም./Dec 13/2021

የግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር

How patriotism is expressed in action.

200 430 730 850 920

የግንባታ ሚኒስቴር 4 ጥቅምት 2014 ዓ.ም. /Dec 13/2021

የግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር

The Ethiopian Postal association has provided various support held on the office of Ministry of Women and Social Affairs.

200 390 710 810 910

የግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር

Individuals living in war-torn areas need immediate medical attention.

200 420 730 830 920

የግንባታ ሚኒስቴር 4 ጥቅምት 2014 ዓ.ም./Dec 13/2021

የግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር ግንባታ ሚኒስቴር

Residents of Addis Ababa said they will do their part to support the displaced and repair damaged infrastructure.

200 390 730 820 910