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SCHOOL OF GRADUATE STUDIES

Media Strategies for awareness creation: A comparative analysis of three organizations working on women's rights in Ethiopia

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Media strategies for awareness creation: A comparative analysis of three organizations working on women's rights in Ethiopia

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I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged

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Media strategies for awareness creation: A comparative analysis of three organizations working on women rights in Ethiopia.

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Acknowledgment

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ACRONYMS

AIDS – Acquired Immunity Deficiency Syndrome

CEDAW–Convention on the Elimination of all forms of Discrimination Against Women

CIA – Central Intelligence Agency

EWLA – Ethiopian Women Lawyers Association

FGM – Female Genital Mutilation

GBV – Gender Based Violence

HIV- Human Immuno-deficiency Virus

ICT- Information Communication Technology

IEC – Information Education and Communication

MDG- Millennium Development Goals

NEWA – Network of Ethiopian Women’s Association

NGO- Non Governmental Organization

RH- Reproductive Health

UN- United Nations

UNFPA – United Nations Fund for Population

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Abstract

This study is an inquiry into the media strategies employed by women rights advocates in Ethiopia. The cases of the study are purposively selected three organizations, EWLA (Ethiopian Women Lawyers Association), NEWA (Network for Ethiopian Women Associations) and UNFPA (United Nations Fund for Population). The theories this study is guided by are development communication models of diffusion of innovation and the participatory approach.

The researcher has collected data using qualitative research methods of in-depth interview and document analysis. Thus interviews were carried out with key informants and documents as annual reports of 2005, 2006 and 2007 were selected. In the case of UNFPA, the researcher collected the agency's advocacy strategy for the five year period of 2007-2011 along with its Fifth country program for the period of 2002-2007. The research has kept in mind that the structural differences of the organizations reflect up on the action and focus of the strategies.

The study has found that both small and mass media are used by all three organizations with varying degrees. The organizations use IEC materials extensively which even if important in creating awareness, does not reach a wide audience. Mass media use by EWLA seems to be regular, while NEWA and UNFPA generally use mass media messages following special events. The message of both mass and their own media packages include other than promotion of the organization, education of an element or more of women rights.

This study, moreover, found that the organizations face challenge in passing messages as illiteracy and lack of access to media outlets prove to be bottlenecks in Ethiopia. This especially affects women as the majority doesn't have access to media and are not literate. The view and strategies of the organizations are thus affected by the conditions of their audience and who they plan to reach. The study has argued that a more participatory diffusion of education is encouraged for better reach of grass root level people.

CHAPTER ONE

1.1 Introduction

Creating awareness incorporates a significant intention of bringing about change in attitude and behaviour of a society on issues that affect its life. Such change in issues as societal norms can be brought about, if the society is aware of the advantages and disadvantages the norms. In relation to this the study recognizes that the media as an instrument of education, information and entertainment. Thus, it is only fair to assume that outlets of the media enable the educating and informing a society on issues such as the human rights of women. Media is a significant device for educators and human rights advocates, activists as civil society organizations or non governmental organizations to create the awareness of a society.

As a third world country with a population of 78,254,090, as stated in the CIA Central Intelligence Agency world fact book 2008, with more people living in the rural areas than in urban areas, digital divide is a bottleneck in Ethiopia as a result of limitations of finances and infrastructure. Access to mass media and information communication technologies is mainly limited to those living in urban areas. Thus, mass media facilitated awareness creation might not be very easy, as a significant portion of the society does not have access to outlets of media.

This study focuses on media strategies used for awareness creation or public education by three organizations (two non-governmental organizations and one UN agency). This is for the reason that Societal oriented organizations as non governmental organizations (NGOs) play a role in bringing change in societal norms. As, *Nyamnjoh (2005:32)* states, civil society in Africa should comprise of all organizations, groups and individuals whose actions have helped to amplify the affirmation of social identity and the rights of citizenship.

Moreover, it is worth noting that civil society leaves room for the formation of public opinion through independent groups or associations. Public opinion through civil society groups can reach the government and have an impact on its decisions, other than bringing a change in preventing existing harmful societal norms. In relation to this, other than NGOs, International organizations and the UN have agencies that focus on women's rights issues. These organizations are significant groups as the public considers them as independent groups and holds their opinions as credible. Thus they remain to be powerful opinion leaders and educators of the public.

In this regard, the researcher has selected three organizations, two local NGOs, and a UN agency for the analysis of media strategies used for women rights advocacy. The difference in their formation is intended to give the study a whole rounded perspective of what approaches these organizations use for the process of awareness creation.

As such organizations intend educating the public through various means. However the study bears in mind that there is no 'one public' to educate as the public constitutes of a large amount and diversified people of a country. However the organizations in this study have in mind a certain 'public' or audience when they package media messages of awareness creation. Thus the study intends to find out the specific target group the organizations hope to reach other than investigating whether the various methods of education each organization uses incorporates outlets of the media.

1.2 Cases of the study

Three Organizations that work on women rights

The organizations selected as cases of the study consist of two local NGOs and a UN agency, on reasons that their difference in structure facilitates a balanced comparison of different approaches used for women rights education. The first one EWLA (Ethiopian Women Lawyers' Association), is a non-profit women's advocacy group founded by women lawyers, has advocacy and Public Education

as its core programs. The second one, NEWA (Network for Ethiopian Women Association) is a non-governmental organization whose constituent members are various associations and non-governmental organizations and it states that advocacy and action oriented information generation are part of its key activities. The third one is UNFPA (United Nations Fund of Population).UNFPA is an international development agency which maintains that it promotes the right of every woman, man and child to enjoy a life of health and equal opportunity.

The researcher maintains in doing this study that raising awareness amongst the public on women's rights and educating women about human rights so as to enable them to assert and demand their rights is a significant objective of any societal group. To make its argument that women rights conditions need immediate change, the study looks at local and international instruments and legal statements that provide for women rights. Also it proceeds to look at the existing conditions of women rights in Ethiopia

1.3 Statement of the Problem

The purpose of this study is to find out whether the three organizations use the media to pass educational messages, which outlets they use, whether the organizations have adequate understanding of the media, and who they address as a target group. The study concentrates on looking into what media approaches are used and thus compares the strategies of the three organizations. It focuses on the different ways three organizations try to address the huge problem of violation of rights of women through advocacy activities.

The study also considers the existence of digital divide in Ethiopia and the challenges this phenomenon presents to the efforts of the organizations. Also, the organizations have different set-ups, meaning that that they have different priorities, focus and mandates. This fact also comes to play in the media strategies planned and executed by the cases of the study.

1.4 Objective

In general, the research examines the ideas and conceptions of the organizations in relation to awareness creation. It considers the organizations' use of media in the promotion and advocacy of women's rights. It investigates the message packaged, constraints in reaching target audience, and the view of the organizations' on the role of various media outlets.

1.5 Research Questions

1.4.1 Do the organizations use media?

1.4.2 Which media outlets do they use? Who is their target audience?

1.4.3 How does the organization view the role of various media in reaching the public?

1.6 Significance of the Study

The result of the study's findings would help initiate further areas of interest for future researchers in this area. Other than benefiting in adding a new research in the area of rights education through the media, it would open up a gate for and provide information to interested pupil in this field. In addition, EWLA, NEWA and UNFPA could also benefit as they can learn from the findings of this research. They would be able to find whether their awareness creation strategies are efficient or should demand further efforts in making the right decision in the production of media components. The researcher is also a principal beneficiary as she would be serving her interest and inclination of an inquiry into human rights advocacy in Ethiopia.

1.7 Scope and Limitation of the research

The study focuses on three organizations working on women rights. It does so in order to investigate if their efforts in advocating for women rights incorporate awareness creation through media channels. The study will be looking into the use of media by these organizations. However, it does not investigate the

effectiveness of their advocacy products nor does it include inquiry into the effect on the audience. Furthermore, time stands to be a major limitation, since the study could have benefited from enquiry over a longer period of time.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Introduction

This chapter views literature related to the study of media strategies in the development initiative of women rights promotion. It sheds light on relevant literature, and indicates development communications as its theoretical framework. The main theories of the study are the diffusion of innovation and participation models of development communication. Also the chapter gives a highlight on the existing Ethiopian media context.

2.1. Development Communication

2.1.1 Development

Development is achieved when all parts of society are involved in the socio economic activities of a country. Women, half of the population of a country, do not fully enjoy the rights and opportunity to make contributions for their country. Meaning, their rights are not protected or valued and thus they do not benefit from equitable distribution of resources or responsibilities. In relation this, Rogers (1974:3), defines development, ‘ as a type of social change in which new ideas are introduced into a social system in order to produce higher per capita incomes and levels of living, through more modern production methods and improved social organization, and a more equitable distribution of such socioeconomic benefits.’

2.1.2. Communication

Communication is the main part of the making of social relationships. “If development can be seen as a fabric woven out of the activities of millions of people, communication represents the essential thread that binds them together...”
Colin Fraser and Jonathan Villet, (in 9th UN roundtable report, 2004:12)

2.1.3. Development communication

Moemeka (1994) defines development communication to be the use of processes of communication to the development process. He states that development communication is the application of exchange of ideas to achieve development objectives.

According to Waisbord (2000), development originally meant a process by which third world countries could become more like western societies in the 1950 and 1960s. The time being a time when colonial powers in Africa, Asia fell apart, an extreme disparity happened between the developed and underdeveloped worlds: development theories came about with efforts to bring in the large post-colonial world to where to western world was. Also, there was an implied understanding that there existed one form of development, as manifested in developed countries and that underdeveloped nations needed to replicate such form of development.

Development communication commonly refers to the application of communication strategies and principles in the developing world. It is derived from theories of development and social change that identified the main problems of the post-war world in terms of a lack of development or progress equivalent to Western countries. (Waisbord, 2000)

In efforts of intervention to the lack of development in third world societies, there came two positions that offered answers to the problem. While one said that the origin of underdevelopment came about from lack of information amongst populations, the other maintained that power inequality was the main cause of the problem. Moreover, the early generation of development communication studies was dominated by the modernization theory. Modernization theory states that culture and information lie at the heart of development problems and thus could not be solved through economic assistance. It stated rather, that the problems in underdeveloped nations were attributed to the existence of traditional culture that inhibited development. Rogers (1974) defines modernization as ‘...the process by

which individuals change from a traditional way of life to a more complex, technologically advanced and rapidly changing style of life.’

Moemeka (1994), in this regard, states that the development paradigm was predicted on industrial growth and increased GNP. Development communication researchers saw economic growth as the final goal of development and geared all their efforts toward using communication to help achieve this goal in developing societies. Waisbord also maintains that the goal was to infuse modern values and information through media technology and the adoption of innovations and culture originated in the developed world. “The western model of development was upheld as the model to be emulated worldwide” Waisbord (2000). He also points, it was widely believed that as the problem with under developed nations was thought to be an information problem, communication was presented as the instrument that would solve it.

Waisbord (2000) moreover states that Lerner and Schramm brought forward the idea that communication basically meant the transmission of information which reflected a media centered persuasion activities that could improve literacy and in turn allow population to break free from traditionalism. Another similar thought was Shannon-Weaver model of sender-receiver, originally developed in engineering studies that explained the transmission of information among machines.

Waisbord (2000:3), states, the second view/ the propaganda model, developed after WWII, argued that the mass media had a “magic bullet” effect in changing attitudes and behavior. This meant that both transmission of communication was perceived as a linear, unidirectional process in which senders send information through media channels to receivers. Accordingly, development communication was viewed as the massive introduction of media technologies to promote modernization, and the widespread adoption of the mass media was seen as vital for the effectiveness of communication intervention.

2.2 Theoretical Framework

The theoretical framework of this study constitutes two major models, diffusion of innovation and the participatory model of development communication. These theories have evolved from development endeavors in post colonial period. They are theories of communication used in development activities in underdeveloped nations in efforts of bringing them to modernity. Their discussion follows,

2.2.1 Diffusion of innovation

Serveas &Malikhao cited in (Hemer and Tufte, (2005:94) maintain that modernization in this context is conceived as a process of diffusion whereby individuals move from traditional way of life to a different, more technically developed and more rapidly changing life.

In this regard, Rogers, (1974) discusses the role of mass media to be a modernizing influence in creating a climate for modernization, leading to the adoption of innovations and resulting of modern behavior and development. In this regard, we find in Waisbord (2000) that Rogers had the intention of understanding the adoption of new behavior. In the 1960s he posited five stages through which an individual passes in the adoption of innovations: awareness, knowledge and interest, decision, trial, and adoption/rejection. Rogers and other “diffusion” studies concluded that the media had a great importance in increasing awareness but their interpersonal communication and personal sources were crucial in making decisions to adopt innovation.

Also, Morris (2003) cited in Hemer and Tufte (2005:124), summarizes the diffusion model to be defined as a vertical information transfer/ dissemination through the use of mass media. And, the diffusion model sets as its goal, behavior change. It identifies lack of information as a problem of under development and proposes the transfer of modern attitudes and practices.

According to the 9th United Nations roundtable on communication (2004:21), the diffusion model sees communication as message going from a sender to receiver, a process by which individuals moved from a traditional way of life to one that is modern through the process of diffusion. “A typical example of such a strategy (the diffusion model) is situated in the area of family planning, where communication means like posters, pamphlets, radio, and television attempt to persuade the public to accept birth control method.” (9th UN roundtable report, 2004)

In addition, Fourie (2004) maintains that the diffusion of innovation ‘applies to mass communication in two ways: the innovation of news media products and the role of the media in spreading the innovation of new innovations, ideas, fashions, beliefs, fads and so forth.’ He also mentions that innovation theory is important to the study of mass communication because the media introduce new items (products, ideas, interpretations, beliefs) to the attention of people who in time adopt them.

According to Waisbord (2000), subsequently, in the mid 1970s modernization/diffusion theories changed as their representatives, Schramm and Rogers recognized that it was important to be sensitive to the specific socio cultural environment in which communication took place.

By the mid-1970s, Rogers’ definition of communication showed important changes that partially responded to criticisms. Development was theorized as a participatory process of social change intended to bring social and material advancement. Communication was no longer focused on persuasion (transmission of information between individuals and groups), but was understood as a “process by which participants create and share information with one another in order to reach a mutual understanding.” (Rogers 1976, in Waisbord 2000: 5)

2.2.1 Participatory Approach

In Beginning of 1960s, the field of development communication split in two broad approaches: one that revised but largely continued the premises and goals of modernization and diffusion theories, and another that has championed a participatory view of communication in contrast to information-and behavior – centered theories. (Waisbord, 2000:15) Dependency theory, one of the most significant critiques of modernization/diffusion of innovation theories, originated from in Latin America and its analysis was informed by Marxist and critical theories which stated that problems of third world reflected by the general dynamics of capitalist development. The theory held that solutions to underdevelopment required political rather than informational intervention. Also, it states that one needs to inquire into the media structures of the underdeveloped nations and make efforts to put the media for the service of the people rather than cater for capitalist owners, commercial principles and foreign interests.

The participatory model incorporates the concepts in the emerging framework of multiplicity/ another development. It stresses the importance of the cultural identity of local communities and of democratization and participation at all levels-international, national, local, and individual. It points to a strategy that is not merely inclusive of but largely emanates from the traditional “receivers. (Serveas, 1999: 88)

We find in Waisbord’s discussion that out of the persuasion/propaganda development models, the participatory theories maintained that people should not be forced to adopt new practices no matter how beneficial they seem in the eyes of the agencies and governments, instead, people need to be encouraged to participate rather than adopt new practices based on information. Also, Participatory theories criticized the modernization paradigm stating that it promotes a top-down, ethnocentric and paternalistic view of development. The participatory theorists maintained that the diffusion model proposed a development with a western vision of progress.

The participatory approach, in critique of the top-down approach of persuasion models (as the diffusion of innovation), states that it implicitly assumes that the knowledge of governments and agencies was correct, and that indigenous populations either did not know or had incorrect beliefs. The diffusion model proposes a conception of development associated with a western vision of progress, not to mention the lack of involvement of local people in preparing development interventions. The failure of different development programs was said to have come from the missing local participation.

According to Morris (2003), cited in Hemer and Tufte (2005:124), the participant model is summarized as a horizontal information exchange/dialogue. It uses grassroots participation through group interaction. It points out that structural inequalities/local knowledge being ignored create problem in development and it proposes the exchange of information as a solution as its goal are community, empowerment and equity. Moemeka also states that as alternative to the dominant paradigm, elements as Equality of distribution, concern with quality of life and internal and external factors are causes of underdevelopment.

Furthermore, the 9th UN roundtable maintains that participatory approaches point of departure must be the community from which the problems of living conditions are discussed, and interaction with other communities is elicited. “This principle implies the right to participation in the planning and production of media content. Participation is made possible in the decision-making regarding the subjects treated in the messages and the selection procedures.” (9th UN report, 2004:22)

2.2.4 Media Advocacy

Since the late 1980s media advocacy has become an increasingly popular approach to using mass media to promote public health goals. This approach seeks to enhance the visibility, legitimacy, and the power of community groups (Wallack, 1994:6). Furthermore, it is the strategic use of mass media to advance social or public policy initiatives. (Wallack et al 1993) Media advocacy takes on a

participatory approach as it emphasizes the need of communities to gain control and power to transform their environments. Media advocacy points that the media plays a vital role in raising issues which need to be discussed and putting pressure on decision- makers.

According to the 9th United Nations roundtable report, (2004:28) Advocacy communication primarily targets policy-makers or decision-makers at national or international level. It highlights on the support of decision-makers in the hope that if they are properly “enlightened” or “pressured”, they will be more responsive to societal change. It defines advocacy as: generating political commitment for supportive policies and heightening public interest and demand for development issues.

‘Media advocacy theory assumes that the media largely shape public debate and consequently, political and social interventions. To be politically effective, then, influencing news agendas is mandatory.’ Waisbord (2000: 25) It includes information activities as lobbying with decision makers through different ways as in seminars, rallies and other events that ensure radio, TV, magazine and newspaper coverage.

Wallack (1994:8) discusses the three functions of media advocacy in terms of Lippmann’s classic image of the mass media. First, media advocacy uses the media to place attention on an issue by bringing it to light (Agenda setting). Agenda setting is also discussed by Fourie (2004) as the manner in which the media prioritizes topics affects our perception of reality. He states that the subject matter the media brings forward, the perspective in their coverage and questions they raise affects our view of the world. Similarly, ‘Agenda setting theory’ is considered by Williams (2003), to have the power to push people into thinking about certain kinds of issues became known as ‘Agenda setting’. He says,

While the agenda setting research shows a correlation between the media agency and the policy and public agendas, there is limited conceptualization of how and why this might happen. Despite all the research we do not have a clear understanding of the process of agenda setting, of what happens when the issues of importance on the media's agenda are transferred to the minds of the public and policy makers. Williams (2003:181/2)

Agenda setting is thus one of media advocacy tasks that helps shape the public's perception through issues raised by the media. Second, media advocacy holds the spotlight on issues and focuses in on "upstream" causes (Framing). Third, media advocacy seeks to advance social or public initiatives as a primary approach to the problem. Media advocacy helps emphasize the importance of changing social conditions to improve the odds. (Wallack, 1994:8/9)

2.3 Alternative media for awareness creation

Bailey et al (2008:18), suggests in defining Alternative media, that it could be looked at as being an alternative to the mainstream media. Alternative media demonstrate that media is able to exist independent of state. It also implies that large-scale mainstream media organizations tend to have a vertical structure as opposed to a possible more horizontally structured alternative media.

‘On the content level, alternative media can offer ideologies, representation and discourses that they vary from those originating in the mainstream media. These differences emanate from the higher level of participation of different societal groups and communities and the aim to provide ‘air space to local culture manifestations, to ethnic minority groups, to the hot political issues in the neighborhood or locality.’ (Jankowski: 3 1994:20)

Bailey et al (2008), presents the consideration of alternative media as being small-scale and oriented towards specific communities, possibly disadvantaged groups, respecting their diversity and horizontally structured. This, as opposed to mainstream media which is large-scale, geared towards large homogenous (segments of) audiences and is vertically structured. Moreover, the mass media

and the alternative media are considered to have a significant role in advocacy communication and development communication as a whole.

According to Moemeka, the mass media have become instruments not only for information but also for education and development. He states that the media, because of their speedy delivery capacity of messages and their extensive coverage, they are particularly useful in the dissemination of development messages to large and dispersed population. He also points that the integrated approach to development communication combines interpersonal and mass media approaches as their integration helps eliminate their individual limitations and improve their strengths. "...the mass media have the power to disseminate information and development messages rapidly and throughout a social system. This makes for awareness creation within population. But they are generally not able to change people's attitudes. (Moemeka, 2004)

McQuail (1984) demonstrates that integrating development with communication is a question the development media approach has to address. He says that since communication is not as autonomous entity, it is important to develop communication policies and practices that are not limited to information or mass media, because communication should relate to other sectors of the society.

2.4 The Ethiopian media context in brief

It can be assumed that Ethiopia has a growing media landscape. According to (Negussie 2006), the radio, was first established in 1935 at Akaki town, South east of Addis Ababa; around the time of the Italian invasion. Currently, it operates five 100KW short wave transmitters and six 100KW medium wave transmitters covering 70 percent of the national territory.

Furthermore, Television, broadcasted for the first time in 1964 burdened with a proponent of foreign filmed material, presently transmits for 53 percent of the total area of the country. According to the Ethiopian Demography and Health

survey of 68,981 households in 2005, 33% of households owned a radio set compared to 4.9% of television. More over among the surveyed 20,103 people in the same survey, 23.6% of them reported that they have listened to a radio at least once a week compared 9.2 to television and 4.9 for newspaper.

Looking into the print media, we find 53weeklies, 21 monthlies and six fortnight newspapers along with 16 magazines, seven radio stations and one TV station before October 2005, according to Mekuria (2005). It is worth noting that Ethiopia's level of literacy is one of the lowest in the world. Based on 2003 projection, it is estimated that only 43 % of the Ethiopian adult population (aged 15 or above) can read and write.

Also one should bear in mind that after these figures were issued, there is a growing number of media outlets in Ethiopia. Recently, the internet has become a significant outlet as the existing traditional media are extending online services as well. This of course, is not widely utilized by a wide range of people in Ethiopia, as many do not have the means to access television let alone the internet, as a result of lack of infrastructure and of finances.

2.5 Conclusion

This chapter has sheds some light on relevant literature in relation to the study area and has introduced development communication. Development communication comprises of such activities as advocacy for human rights, women rights in this case, in development or modernization process in a society. As its major theories, the diffusion of innovations and the participatory model are introduced. The Ethiopian media setting is presented in brief so as to provide what opportunities exist for women rights advocates in Ethiopia and the potential bottlenecks in their efforts of media communication.

CHAPTER THREE

WOMEN RIGHTS IN ETHIOPIA

3. Introduction

This chapter provides a brief overview of conditions of women rights in Ethiopia. It demonstrates that women rights is a human right and is provided for by local and international instruments. The chapter also shows that in spite of such provisions, women rights are violated in Ethiopia, and thus shows the severity of the problem and the need for intervention.

3.1 Women rights

According to Negussie (2007), in order to create awareness on the realities of GBV in Ethiopia by all members of the society, preparing and disseminating promotional materials and messages is critically indispensable. Promotion of women rights is vital, as the discrimination of women is worse especially in third world countries, Carter, Steiner (2004) maintain that gender inequalities are severe in developing countries, where women given the opportunity of the right to education, economic and political development. This includes lack of freedom from domestic violence, access to high quality life.

3.2. Laws and International instruments that provide for women rights

3.2.1 The Constitution of the Federal Democratic Republic of Ethiopia

Article 35 sub article 1-5 protects the Rights of Women. Sub-article 3 states ‘The historical legacy of inequality and discrimination suffered by women in Ethiopia taken into account, women, in order to remedy this legacy, are entitled to affirmative measures. The purpose of such measures shall be to provide special attention to women so as to enable them compete and participate on the basis of equality with men in political, social and economic life as well as in public and private institutions.’

With regards to *Early marriage* , Article 35, sub article 1, states ‘women have equal rights with men in marriage as prescribed by this constitution.’ Article 34 sub article 2 states ‘Marriage shall be entered into only with the free and full consent of the intending spouses.’

Regarding *Female Genital Mutilation*, Article 35, sub article 4, states, ‘the State shall enforce the right of women to eliminate the influences of harmful customs. Laws, customs and practices that oppress or cause bodily or mental harm to women are prohibited.’

In view of *Equality*, Article 25 provides the right to equality for all persons are equal before the law and are entitled without any discrimination to the equal protection of the law. In this respect, the law shall guarantee to all persons equal and effective protection with out discrimination on grounds of race, nation, nationality, or other social origin, colour, sex, language, religion, political or other opinion, property, birth or other status.

3.2.2 Universal Instruments

The Declaration on the Elimination of Discrimination against Women, proclaimed by the General Assembly resolution 2263, 1967, provides for the rights of women considering amongst other reflections, ‘that discrimination against women is incompatible with human dignity and with the welfare of the family and of society, prevents their participation, on equal terms with men, in the political, social, economic and cultural life of their countries and is an obstacle to the full development of the potentialities of women in the service of their countries and of humanity.’

It provides in sub-article 1 of Article 21, ‘Discrimination against women, denying or limiting as it does their equality of rights with men, is fundamentally unjust and constitutes an offence human dignity.’

3.2.3 Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)

Article 22, sub article 1 states ‘For the purposes of the present Convention, the term “discrimination against women” shall mean any distinction, exclusion or restriction made of the basis of sex which has the effect or purpose of the impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and the fundamental freedoms in the political, economic, social, cultural, civil or any other field.’

3.2.4 The Protocol to African Charter on Human and people’s rights on women rights in Africa

Ethiopia is a state party signatory of the CEDAW, which provides for women rights with regards to the Elimination of Discrimination against Women (Article 2), the right to dignity (Article 3), The Rights to Life, Integrity and Security of the Person, Elimination of Harmful Practices and consent to marriage in Article 4, Article 5 and Article 6 respectively.

3.2.5 Millennium Development Goals

Promote gender equality and empower women is one of the millennium goals set on September 2000, which was adopted by 147 heads of state and government and 191 nations. Millennium Development Goals report, (2004:8) states that addressing gender issues in Ethiopia is not only about equity and social justice; it is also about development and poverty reduction.

Promoting gender equality for Ethiopia is not only in the best interest of the society at large, but also fundamentally that of ensuring the human and democratic rights of women. The Ethiopian constitution sets clear foundation for this. Because women are less literate, discriminated against in productive activities, engaged in invisible labor services that are not taken into account in the national gross domestic product (GDP) statistics, and are paid less for the same work in the informal market, the cost to the economy is substantial. (Millennium Development Goals report, 2004:21)

3.3 Women rights conditions in Ethiopia

The need for change in Ethiopia with relation to women rights can be related to, on the basis that there exist women right violations despite provisions by local laws and international instruments. Millennium Development Goals report, (2004:21) states 'several studies and available data have shown that women in Ethiopia are disadvantaged due to their sex, most notably in rural areas. Promoting gender equality for Ethiopia is not only in the best interest of the society at large, but also fundamentally that of ensuring the human and democratic rights of women.'

We find that despite the provision for women rights through various instruments, women rights are not valued and protected in Ethiopia. 'Women in Ethiopia are subjected to various forms of violence, including child marriage, female genital mutilation (FGM), sexual abuse, child prostitution, courtship violence, economically coerced sex, rape, forced prostitution and trafficking, murder, spouse homicide, psychological abuse and sexual harassment in the workplace' (Themes on violence against women, n.d.:6)

According to (Negussie 2007) Gender Based Violence (GBV) is considered as a major women rights violation, wide spread in Ethiopia. Economic conditions are considered as main reasons for the victimization of women to violence, thus, GBV caused by economic reasons such as deprivation of basic necessities and denial of the rights or work lead to Domestic violence, Forced Prostitution, Women Trafficking. Gender based violence are caused by cultural practices as female Genital Mutilation, Early Marriage and Marriage by abduction.

Daniel, (The legal status of Ethiopian women, n.d.) discusses that in relation to wife battery that large number of women are culturally conditioned to think that wife beatings are justified in certain circumstances. A Demographic and Health

Survey, 2000, cited in (Daniel, n.d. :126) states that a survey carried out involving 15,367 women aging 15-49, exhibited that 85% of them believe that a husband is justified in beating his wife for at least one reason. Moreover, as cited in (Daniel, n.d. :136), data gathered by Walta Information Center (private media agency) in the year 2000 (Ethiopian Calendar) indicated that 34 cases of rape, 11 cases of abduction and 20 cases of FGM and early marriages have been reported by the media. The above figures give an overview of the existing conditions of women rights in Ethiopia with regards to the violations of provided human rights. This implies that women rights issues in Ethiopia demand immediate efforts to bring about change, in this case through activities of advocacy groups as the cases of the study.

3.4 Conclusion

This chapter has given a highlight of women rights conditions in Ethiopia. It has shown that women rights issues in Ethiopia are not favorable to the well being and productivity of a woman as a citizen of her country. Also, it has demonstrated that local, international and universal instruments provide for the rights of women, which are not respected or implemented. This chapter has demonstrated the need for an immediate change in this issue by providing statistical figures on violations.

CHAPTER FOUR

RESEARCH METHODOLOGY

4. Introduction

This chapter deals with research methods used in this study to gather data for analysis. It refers to literature on research and introduces the relevant research approach to be Qualitative research model. The data gathering methods used in this study are in-depth interview and document analysis. These two qualitative methods of data gathering are used to find out information from purposively selected sample of three organizations.

4.1 Methodology and procedures of data collection

According to Grix (2004), in research, methods have two principal functions, offering the researcher a way of gathering information or gaining insight into a particular issue and enabling another researcher to re-enact the first's endeavors by emulating the methods employed. In this regard, this study employed the qualitative research strategy as its main research guideline to gather data in order to answer its research questions.

Thus, qualitative methods, in-depth interview and document analysis, were selected to be the relevant methods to carry out analysis. In relation to this, we find Ragin (1994:91) cited in Grix(2004:119) states, 'It (qualitative research strategy), usually involves in-depth investigation of knowledge through, for example, participant observation (as in anthropological fieldwork), employing the interviewing technique, archival or other documentary analyses, or ethnographic study'.

4.2.1 In-depth interview

Grix states that there are four broad types of interview techniques: the structured, the semi-structured, unstructured and group interviews (or focus groups). The researcher has selected the semi-structured or in-depth interview to be the relevant interview technique. According to Grix, in doing in-depth interview, the

interviewer has in mind a number of questions to be forwarded to interviewees, but does not follow any specific order. Grix also points that in-depth interview technique allows a degree of flexibility and the pursuit of unexpected lines of enquiry during the interview.

Similarly, Hankok (2002:12) states that in the semi structured interview, the interviewer can decide in advance what areas to cover but is open and receptive to unexpected information from the interviewee. Also, Hankok maintains that semi-structured interviews work well when the interviewer has already identified key areas he/she wants to address.

In relation to this, in-depth interview was carried out with key informants of each organization subjects of the study (subjects of the study). The key informants were selected on the basis that they were directly or indirectly involved in the production of advocacy/awareness creation products of the organization. It turned out that for this study the key informants were not all communication officers, as originally intended, rather it included people from other departments of the organizations. The researcher has interviewed three people from NEWA, two from EWLA and two from UNFPA. The researcher took notes and recorded the interviews using a recorder tape for an organized recording of information.

4.2.2 Document analysis

According to Ritchie and Lewis (2005), document analysis involves the study of existing documents either to understand their substantive content or to illuminate deeper meanings which may be revealed by their style and coverage. Documents can include media reports, government papers, minutes of meetings, letters, etc. Document analysis may be vital when the enquiry is into organizational research, study of awareness or information

Similarly, Grix (2004:131) states that documentary analysis helps point to specific sources, in this case written documents or texts. It makes possible to consider the

origins and authors of the written documents, the purpose they were written for, and their intended audience. In this regard, the researcher would investigate gathered document data in hopes of finding out their purpose, content and packaging and their target groups.

Consequently, the researcher depended on analyzing documents, in addition to carrying out in-depth interviews in order to gather data. The researcher, in this regard, has collected relevant document, in this case, such kinds that demonstrate media strategies of the organizations. The researcher has selected documents that include annual reports of 2005, 2006 and 2007 from NEWA and EWLA and the advocacy strategy working document of UNFPA.

4.3 Sampling

The study applied purposive sampling method to select the three organizations, as its subjects. Purposive sampling is a non-probability sampling method. Buddenbaum & Novak (2001:74), state that purposive sampling is a technique of selection used when a researcher has some special reason for choosing the subjects. They also mention that the goal of purposive sampling is to choose subjects who can be expected to provide useful information. Moreover, Buddenbaum & Novak (2001) maintain that the number of subjects depends on the researcher's judgment accessibility of significant information out of that number in consideration of time and budgetary constraints. In relation to this, the researcher has selected only three organizations, as any more than three would not have been possible to study given such limited time. The difference in the structure of the organizations is in hopes of providing an insight into varied approaches employed by three different advocacy organizations.

Cases of the study

4.3.1. EWLA (Ethiopian Women Lawyers' Association)

According to information provided by EWLA's website (<http://www.etwla.org/>), the Ethiopian Women Lawyers Association (EWLA) is a non-profit women's

advocacy group founded by women lawyers. The association began its work in 1996 after its registration as a civic association by the Ministry of Justice in June 1995. EWLA has branch offices in Bahir-Dar, Assosa, Awassa, Nazereth, Diredawa and Gambella. The association has an objective of the elimination of all forms of legal and traditionally sanctioned discriminations against women, ensuring equal treatment of women with men in education, access to employment, public service and benefits, advocate for remedial and affirmative measures for women to redress persistent legacy of discrimination.

The association has a documentation centre that provides reading materials on women's issues and other related matters to students and individual researchers. EWLA's communication tools are meant to ensure that the association's research on the social, economic and political impact of discrimination against women reaches key people in government and throughout civil society. Interpersonal approaches also characterize EWLA's work.

The organization has an ongoing public education training program for women on women's rights, assertiveness and reproductive health and rights. The objective of the training is to enhance awareness on women's rights among female students and women workers. The association puts public education and publication program under its core programs. EWLA publishes a quarterly magazine, an annual journal, IEC materials as brochures and posters. Moreover, it has a 10-minute educational radio program that airs once a week on the national Radio Service; in addition to using television to create awareness. EWLA uses IEC materials as newsletters and brochures.

4.3.2 NEWA (Network for Ethiopian Women Association)

According to information provided on NEWA's website (<http://www.newa.info/>), In October 2001, the Ethiopian women's lawyers association initialed the idea of establishing a Network of NGOs and associations working with women. Representatives of different NGOs, associations as concerned individuals held series of meetings to deliberate on the issue. After thorough discussions, the

representatives elected a steering committee to draft by-laws that were approved and the coalition was officially formed with thirteen constituent member organizations.

The constituent member organization are: The Ethiopian Women's Lawyers Association(EWLA); The Ethiopia Media Women's Association(EMWA); The young Women Christian Association(YWCA); Women in self employment (WISE); The women's Association of Tigray(WAT); Kembatti Mentti Gezzima - tope(KMG); Good Samaritan Association; Love for children, Projynest; Women & children development organization, women support organization, Welfare for the street mothers& children organization. The first seven organization listed constitute the board of NEWA.

In view of the structural set up, the general assembly, the managing board and secretariat at the highest authoritative bodies of NEWA. The General Assembly is ultimate decision making body. The General Assembly approves the organization's annual budget and work plan and elects the managing board. The managing board, composed of seven members, has the mandate to oversee the overall activities of NEWA and appoint the General Secretary. The Secretariat is headed by the General Secretary who responsible for the day -to day functions of NEWA.

Amongst others, NEWA's objectives include, ensuring that experiences and interests of women are factored in the process of formulating laws and policies, creating a forum for exchanging experiences, broadening achievements, exploring solutions for obstacles encountered, and strategizing towards a collective action for change.

NEWA's key activities consist of action oriented research, information generation and dissemination, gender-oriented documentation center, capacity building of NEWA's members. It carries out trainings and workshop and also does networking and advocacy, not to mention public sensitization. NEWA is an

umbrella organization that has 37 women organizations under it. The organizations include EWLA, and other 36 organizations that are varied lest for their similarities of working on one or other aspect of women's issues. NEWA puts 'advocacy' and 'public education' under key activities, the organization uses small media/IEC as printing an annual newsletter, and IEC materials as brochures, fliers, posters, t-shirts, campaigns, and it buys a few TV/radio spots.

4.3.3 UNFPA (United Nations Fund of Population Agency)

According to information provided by its website, (<http://ethiopia.unfpa.org/>), the United Nations Population Fund (UNFPA) is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. UNFPA helps governments, at their request, to formulate policies and strategies to reduce poverty and support sustainable development. The Fund also assists countries to collect and analyze population data that can help them understand population trends. And it encourages governments to take into account the needs of future generations, as well as those alive today.

The close links between sustainable development and reproductive health and gender equality, the other main areas of UNFPA's work, were affirmed at the 1994 International Conference on Population and Development (ICPD) in Cairo. UNFPA is guided in its work by the program of action adopted there. At the conference, 179 countries agreed that meeting needs for education and health, including reproductive health, is a prerequisite for sustainable development over the longer term.

UNFPA has started the implementation of its 6th Country Programme (2007-2011) on 1 January 2007. It has assisted Ethiopia since 1973 through five country programmes. The population and development component of the previous programmes helped to integrate population and gender issues into the needs assessment for the Millennium Development Goals and the Plan for Accelerated

and Sustained Development to End Poverty. This component also supported the second demographic and health survey undertaken by the Ethiopian government, as well as preparatory work for the 2007 population and housing census. UNFPA supports a population programme over a five-year period, commencing January 2007 and culminating in 2011. Its primary objective is assisting the government of Ethiopia in achieving its population and development objectives.

UNFPA's 6th Country Programme focuses programme interventions thematically so that resources are made available where needs are greatest. It also aims to create effective coordinating mechanisms and decentralized structures to facilitate programme implementation, forging partnerships to better reflect population issues in national development plans. Finally, it uses flexible modalities such as sector-wide approaches to leverage resources and support programme implementation. UNFPA collaborates with the Government of Ethiopia through the Ministry of Finance and Economic Development coordinating and managing the programme, it will be implemented in collaboration with national and international partners.

The 6th Country Programme holds as its goal, contribution to national efforts to improve the quality of life of the people of Ethiopia by supporting reproductive health, gender and population development programmes, with special regard to improving the resilience of the population to humanitarian crises, improved and equitable access to social services – including those for family planning, health, nutrition, education, water, sanitation and hygiene – and finally, to reduce the vulnerability of the population to HIV infection, especially among girls and women, and alleviating the impact of the epidemic, with an emphasis on marginalized and affected populations.

The purpose of the program is to improve access to, demand for and utilization of high-quality, gender-sensitive and integrated reproductive health information and services at all levels for men, women, young people and other vulnerable groups, including those in emergency and humanitarian situations. UNFPA prints an

annual newsletter, prints IEC materials as brochure, posters, billboards, buys spots on radio and TV. Also it has a written down advocacy strategy working document co-developed with other partner organizations working on the same areas as UNFPA, for the period 2007-2011.

4.4 Data Analysis Procedures

Analysis of the data constituted the transcribing of recorded interviews and the process of verification of information by cross checking against documents. Documented data were coded in relation to the research questions of this study so as to address main areas of inquiry. Also, as the research is a comparative one, the researcher found out similarities and differences in each organization's media strategies. The researcher looked into the media strategies to analyze the organizations activities and commitment in relations to creating awareness on women rights issues. In relation to this, Grix (2004) maintains that comparative studies employ typology as a tool with which cases are compared. He points that academics categorize, classify and sort out the information they have gathered, in order to compare it and ultimately, make sense out of it. Consequently, the researcher has identified categories as points of comparison in view of the research questions and objectives of the study.

4.5 Conclusion

This chapter has highlighted the research methods and techniques the study utilized in order to answer the questions it is inspired by. It also mentioned the steps the researcher has followed in order to gather data for analysis from a purposively selected three organizations. It revealed that interviews and document analysis were employed to obtain the required information on media strategies of advocacy efforts.

CHAPTER FIVE

DATA PRESENTATION AND ANALYSIS

5.1 Introduction

This chapter presents findings of gathered data and the analysis through the reflection of the researcher in view of related literature. It looks into categories of comparisons in the hope of answering its research questions in an organized manner. This chapter compares three organizations' media approaches used in women rights advocacy and the thinking behind such efforts.

5.2 Background to the cases of the study

It has been stated in the previous chapters that the organizations selected for the purpose of the study are The Ethiopian Women Lawyers Association (EWLA), Network of Women's Association (NEWA) and United Nations Fund for Population (UNFPA).

EWLA, an NGO that primarily works on legal aid to women, states that it has equality promotion as its core area of activity. Also, it has a public education division in addition to a research and advocacy office. EWLA does direct awareness creation initiatives. Its public relations officer was currently on leave and thus was unavailable.

NEWA, a network organization, has set networking, capacity building, and empowerment as its key activities. Also, it states that it has a goal of achieving gender equality. NEWA states that the awareness creation efforts of the organization are not carried out directly by the organization; rather, it is implemented by the 37 member organizations under it. NEWA states that it distributes awareness creation products as IEC materials to its members and they insure that it gets to the grass root level society.

UNFPA, an international development agency, has three working programs, one of which is the gender program. It has a written advocacy strategy working

document for the period of 2007 to-2011 for all three core programs. It states that all awareness creation activities are carried out not as a part of the organization's mandate but as an additional contribution.

5.3 Comparative analysis

As this study is a comparative analysis, the researcher has identified a set of steps to follow so as to go through a logical comparison of obtained data. Thomson (2004) suggests that a comparative analysis must go through a specific thought process in order to analyze comparable data. He suggests that the thought process must have steps such as choosing the category of objects (people, places, events, etc) to be compared, identifying which two or more types of objects within the category are to be compared, selecting the characteristics of the objects on which the comparison will focus, collecting and presenting descriptive information about the status of each object, offering conclusions about how the objects are alike and different.

Accordingly, the researcher has recognized the category of objects to be compared in this study, as EWLA, NEWA and UNFPA. As the main issue to be compared here is the organizations' media strategies, the researcher puts it as its primary theme to compare. Strategies however have various elements such as conditions of media use, choice of media outlet, target audience, the view of each organization on various media in reaching of the wider public.

One should note that, the three organizations aforementioned are not entirely distinct and unrelated to one another. NEWA is an umbrella organization for 37 organizations, one of which is EWLA. Also, in UNFPA's advocacy strategy document, organizations, or policy actors of different intervention points reveal NEWA and EWLA as partners. Moreover, we find that the Gender Based Violence Campaign-Ethiopia, a group that has been campaigning on the issue of GBV since its establishment in October 2006 is chaired by the Network of

Ethiopian Women's Association (NEWA). It is closely supported by United Nations Population Fund (UNFPA) and amongst other organizations by EWLA.

It is worth noting that NEWA is a network organization while UNFPA is a funding organization. They both state that they are not implementing organizations. EWLA, on the other hand is an implementing organization. The researcher believes that the fact that UNFPA is an international agency while the other two are local organizations gives the study a wider view of how advocacy organizations operate in relation to raising awareness of society.

The researcher has identified a thematic categorization of analysis of the media strategies by relevance to research questions and the objective of the study. The researcher discusses below, thematic categorization of relevant topics, and the findings through the reflection of the researcher under each theme.

The documents collected are documents such as written media strategies and when such written documents are lacking, annual reports of the year 2005, 2006, and 2007. However, in the case of UNFPA, as the annual reports of the years 2005 and 2006 have not been made available on reasons that they were not yet official, the researcher has received a written advocacy working document for the year 2007-2011 to view the 2007 activities. Also the 5th country programme for the five year period of 2002-2007 has been used in this study as a document of analysis. The 5th country program document states, UNFPA has proposed a population programme over a five-year period starting in January 2002 to assist the government of Ethiopia in achieving its population and development objectives.

The proposed programme is based on ongoing development programmes of the government and on the outcomes of recent reviews of such programmes, including the national policy, government's five-year development plan, etc.

The goal of the proposed programme was to contribute to national efforts of reducing poverty levels and to improve the health and well-being of the Ethiopian people by strengthening the implementation of policies and programmes in the fields of reproductive health and population development. The programmes were to contribute to the achievement of this goal through three subprogrammes: reproductive health, including family planning and sexual health, population and development strategies, and advocacy.

The fifth programme report states that gender concerns, capacity building and information, education and communication (IEC) would be mainstreamed into each sub programme area. The proposed programme was developed within the framework of human rights approach. All activities under the proposed programme, as in all UNFPA-assisted activities would be undertaken in accordance with the principles and objectives of the programmes of Action of the International Conference of Population and Development, which was endorsed by the General Assembly through its resolution 49/128.

5.4 Characteristics of categories to be compared

Accordingly with the thought process of Thomson (2004), comparative analysis must find out characteristics of the comparable categories. In this case key indicators that answer to media strategies have been used. The researcher would like to point out that the documents used for this study are generally annual reports and advocacy strategies obtained from the cases of the study and hence might not be free from bias. And as such, the researcher feels it is her duty to remind that the documents are not guaranteed of having absolute truth or for being free from over statements of achievements. As Grix (2004) states, documents make possible to consider the origins and authors of the written documents, the purpose they were written for, and their intended audience. Thus the documents of the study may be subject to bias as they are the products of the

organizations themselves. Also, the researcher would like to point that the names of informants used in the study are all fictional.

5.4.1 Advocacy

In relation to advocacy, EWLA informant Ato Tariku, public education training officer, said “EWLA is one of the advocacy organizations in Ethiopia.” He said that the association advocates for women rights with its focus on influencing policy and law. The association makes effort to influence decision makers, policy makers, and law enforcement bodies.

NEWA key informant Ato Yosef, program coordinator in the organization, affirmed that NEWA advocates for women rights as it is one of its agency roles in addition to networking its 37 member organizations. NEWA informant W/ro Negest said that NEWA advocates by putting pressure on government so that existing laws are enforced and those that are missing can be made available. W. Negest said the government has laws that protect reproductive health; however, it is not implemented, thus advocacy is important to enforce implementation of such laws.

On the other hand, UNFPA informant, Ato Tesfaye, communication officer of the organization, stated that the agency has three main working areas: reproductive health, population development and gender. He said that the organization advocates for gender equality and women empowerment through its gender program or unit as part of its mandate. Ato Tesfaye also states “UNFPA advocates for women rights so as to ensure gender equality is ensured, capacity building, sand supporting women organization.” He says that UNFPA is not an implementing agency, rather, a funding agency and so solicits implementing organizations to work with. UNFPA advocates for women rights using different means as policy dialogues, workshops and publications.

Reflection

All three organizations have similarities as their advocacy strategies all target decision or policy makers in hopes that favorable laws and policies can be drafted and implemented. Putting pressure on law enforcement bodies and policy makers seem to be the goal of advocacy efforts of the organizations.

While, Informants of both NEWA and UNFPA stated that advocacy efforts are basically targeted at decision/policy makers. UNFPA informant Ato Tesfaye stated that as part of the agency's mandate, advocacy is a key working area and is by default inclusive of awareness creation even if it usually targets policy makers. In relation to this, NEWA informant, W/ro Negest, said that the network raises awareness of the public indirectly through its member organizations.

The researcher has found that the advocacy strategies of all three organizations are somewhat alike as they entail workshops, training, dialogues etc. It seems they use a top-down approach to bring about change where by if the decision makers are enlightened they enforce a law or policy. Here, however, is lacking the role of community. The researcher maintains that if these organizations also target the society at the same time through media education on women rights issues, a dynamic change could come about. Since, even if there are laws and policies that support women rights issues, it might not imply that people at grass root level learn of it and adopt them. In relation to this, we can refer the critique of the diffusion of innovation theory that in the literature review that it lacks the involvement of local people in preparing development interventions.

The researcher believes much time is spent in efforts of policy /law making and enforcing, leaving the people behind. This implies that after laws are passed, education of the public is to follow. The researcher believes that if the community has been enlightened of the need for change in attitude, it could demand for the providing laws and policies ensuring a speedy delivery. Also it would provide

horizontal progress accomplishment through education of people at the grass root. Interviews with key informants of the three organizations revealed more or less advocacy to be an area of concern, and not the main occupation of the organization.

5.4.2 Media use

The three organizations have used both mass and small media in varied manner in the past three years and at present are working on or planning on having better use of media. However, this research is not inclusive of the year 2008 and thus would not include activities carried out in this year. A presentation of media approaches together with the reflections of the researcher is given below.

A. Their own media

In this study, 'their own media' refers to small media produced and used by the organizations: such as posters, newsletters, brochures and flyers, leaflets etc otherwise known as information, education and communication (IEC) materials. For the purpose and the clarification of this study, such small media materials used as an alternate to mass media should here onwards be referred to as 'their own media'.

NEWA informants, Ato Yosef and W. Sara both said that the network publishes IEC materials that get distributed to women organizations, government offices, women associations, member organizations and through them the community (individual women who are members of women association). IEC materials in this research mean educational and informative communication materials such as posters, brochures, t-shirts, flyers, banners and the like. NEWA informants said that the network uses its own media as newsletter, brochures, posters, and billboards. In this regard, Ato Yosef said, 'Workshops are organized and we distribute IEC materials for participants. Also, when there are events, we distribute IEC materials and publications to those present'.

In relation to this, NEWA 2006 annual report mentions the publication of the eighth and ninth issues of the network's newsletter "KENJIT". Also, the report mentions that as "power document", NEWA has produced a total of 10,000 IEC materials on women's rights issues for awareness creation purposes. The IEC materials consist of 6,000 flyers, 3,000 posters and 1,000 stickers. Also, as part of promotion activity, NEWA has published 1000 stickers with a motto "Gender Equality a Key to Change". Likewise, the 2007 report maintains the publication of a four-page newsletter to mark March 08, 2007, the International Women's Day. NEWA 2007 report states that the tenth and eleventh bilingual quarterly newsletter were issued in both Amharic and English languages which enclosed major activities implemented by NEWA from December 2006 to March 2007. Furthermore, for promotional and mobilization activities, NEWA has re-printed a total of 3,000 copies of three different types of brochures on March and May, 2007 that were produced and published in 2006 after being updated.

On the other hand, UNFPA informant Ato Tesfaye states that the agency uses such media as brochures, leaflets, billboards, posters and banners as media for advocacy and awareness creation.

We have a newsletter (started in the year 2007) that is published six times a year, 350 copies in English and 350 in Amharic. We also have billboards in Addis Ababa in three places, starting 2006. Brochures started being published in 2006 and have been updated for the five-year period of 2007-2011. Other direct awareness creation the agency works on is preparing TV and radio spots. (Ato Tesfaye , UNFPA informant)

Ato Tesfaye said that he recently joined the agency in 2007. "In 2007 we have sponsored talk shows on TV, and two spots on radio. Special topic brochures are also published depending on timely issues and events". Ato Tesfaye also stated that the agency publishes brochures, posters, and a newsletter (published every two months) the newsletter is distributed to implementing partners. It is also distributed at relevant events and meetings.

We distribute brochures, leaflets, posters to government partners, NGOs and UN agencies, depending on the event, as indirect advocacy activities. There is also high level advocacy that targets policy makers and opinion leaders such as religious leaders through dialogues, workshops, consultative meetings. For example, we organize community conversations, a series of meetings with all rounded participants as community leaders, elders, religious leaders, consultative meetings with community at the grass root level. (Ato Tesfaye, UNFPA informant)

As annual reports of UNFPA were not made available to the researcher, she has used UNFPA's advocacy strategy working document 2007-2011 to show the place and use of media in the agency's over all advocacy efforts. The strategy under a sub-title 'Channels and media' of its gender program on early marriage, lists;

- Campaigning on the issue during specific special events such as the 16 days of activism, day of GBV and panel discussions on radio, vigils like candle lighting, walks to sensitize and to build consensus on the need to enforce these laws.
- Campaigning also at community levels to encourage community and religious elders so that they can discourage the practices of Early Marriage. Moreover, on female genital mutilation, 'channels and media' constitute,
- Campaigning (largely through Media) police programme (TV and Radio), EWLA-programme, Voice of Hewan, women Programme, talk show, advocacy packages, Newspapers, documentation, documentaries, media, meeting of experts.
- Gender based violence's media/channels consists of, workshop on model projects, field visits to projects for sensitization of policy actors and documentation and publicity largely through media.

When we come to the case of EWLA, Ato Tariku and W. Tsegie mention that EWLA uses small media such as publication like brochures, fliers, small booklets,

posters and other IEC materials. In this regard, we find that EWLA 2005 annual report lists activities undertaken in that year including the publication of one *Dimtsachen* magazine in Amharic, and English as well as a booklet which contains details of the main cases EWLA handled. In addition, flyers on the revised Family and Penal laws with respect to women's rights and details on other areas in need of law reform were prepared.

The 2006 report describes the publication of two compiled issues of *Dimtsachen* both in Amharic and English. 1000 copies of each publication were produced. “*Berchi*” EWLA’s annual Journal, was published and made available. 1000 copies were printed, and are being distributed to various educational institution libraries and governmental and non-governmental organizations. Moreover, 12,000 brochures on three different topics: gender, women’s legal rights, and women’s reproductive rights, have been produced and printed.

B. Mass Media

The NEWA 2007 report discusses that on the commemoration of International Women’s Day, March 8, 2007, NEWA conducted a TV Talk Show on RH issues. The theme for the year was “For Ending Impunity for Violence against Women” and the talk focused on “Gender Violence on Girls in relation to HIV/AIDS”. NEWA report gives a background on 16-day activism, globally since 1991, November 25 marking the beginning of the 16 Days of Activism against Gender based Violence advocacy campaign. Also, the report mentions that NEWA has broadcasted powerful messages in the fight against gender based violence through TV, radio and newspapers. Throughout the 16 days (November 25 – December 10) different spots in the three languages of Amharic, Oromifa and Tigrigna with celebrities conveying messages on ETV prime times and Sonic Screen at Mekqel Square have been transmitted.

In addition press releases throughout the 16 days have been televised in the three languages. The live programs in all the three languages of national and FM radio

had played a significant role in addressing the public's questions and concerns through lawyers and gender experts. Ato Yosef, in relation confirmed NEWA's use of mass media, by saying that the network has short programs on media following events. The network does not have a regular program use on radio or TV. However it produces short media messages on events as the 16 days activism, a partnership program chaired by NEWA.

EWLA informant W. Tsige said that EWLA uses mass media such as radio, TV and print media. She said that the association has a weekly article on a local newspaper called the Addis Admas (since a year ago). It used to be on The Reporter before that. The association also uses radio. It has a 10 minutes regular program on the Ethiopian Radio called Berchi. Also, it has another program on domestic violence that started in 2008. On TV, "we had a forum cinema in 2007, on domestic workers and domestic violence, aired about four times on Sunday mornings." W/ro Tsegie said. Regional offices, even though they do not have a regular program on community radio, call the community media to cover events and report them as news.

The media calls EWLA to provide expertise for phone-in programs to supply opinion on women rights issues. If I recall correctly, EWLA has sent people to media agencies for such sort of programs in the years 2005, 6, and 7 five or six times. Also we provide our hot-line address in a weekly program 'Yibekal' so that audiences can call the office and get free legal advice. (W. Tsegie, EWLA, informant)

EWLA informant Ato Tariku said that on regular basis, the association uses media such as its annual journal, Berchi, and its radio program called Berchi, other than its newspaper articles. 'The media also come and cover workshops and trainings that EWLA organizes. We use TV and radio spot messages, including TV dramas.' he said. Ato Tariku stated that EWLA has three core programs, which constitute legal aid, research and advocacy and public education programs. The public education program uses as tools research findings and legal aid findings. It also gives testimonies of willing victims. "We have, for example,

aired a program on domestic violence, on TV, where we have provided testimonies of willing victims, in a manner that their identities were not compromised.” Ato Triku said.

Concerning its mass media, EWLA’s 2005 report explains that the publication section undertakes the responsibility of providing content-based information on a weekly radio program called "Berchi" on FM Radio program and National Radio Program, in order to educate the public on women’s issues and invite public debate. Also, EWLA has been airing regular television programs on reproductive health with respect to choice of contraceptives

In addition, EWLA 2006 report publication department has also been changed to public relations department whose objective the reports states is:

... to facilitate communications and media issues. One of the key roles played by EWLA is creating public awareness through its diverse programs, especially the Public Relations programs, which use various communication tools for the purpose of consciousness raising and disseminating information related to gender. Its mandate is to reach a wider audience with the help of the print media – presenting public relation opportunities in newspapers, magazines and books – as well as the spoken media –creating public relations opportunities in radio, television and sponsored dramas. (EWLA 2006 Annual Report)

The 2006 report states that the weekly 10 minutes radio program scheduled every Saturday between 8:40 and 8:50 has been renewed until the end of the year. And on TV, an edited version of *Meskerem’s story* was aired to viewers on November 29th 2006, including a spot with two messages from EWLA’s Executive Directress.

W/ro. Tsegie, (Legal Aid department) said in relation to the TV drama on Meskerem’s story that the drama was based on a true story of one of EWLA’s cases. According to a booklet named ‘Selected Cases’ (n.d.) Meskerem is a 14 year old rape victim, in Hadero village, Southern Ethiopia. Meskerem was

subjected to severe health problems as a result of rape and went to Italy for treatment through the cooperation of EWLA. The association also brought her abductor to justice. W/ro Tsegie said “although the drama was aired once, it created a nation wide feeling.”

Capacity Building for Research and Action against Domestic Violence/DV project is a nationwide project being implemented by EWLA in partnership with Oxfam GB that commenced in March 2007 and has a two years life span. The goal of the project is to contribute to the eradication of Violence in Ethiopia and enhance the participation of women in political, social and economic life. The report tells of media activities as part of implementation approaches of the project introduced above, under ‘media coverage to Raise Public Awareness and Voices on Domestic Violence throughout the Project’s Lifetime.’

It states that based on the series of TV spot messages produced for ETV by EWLA, the five series of educational messages has been transmitted to the larger public through ETV. These series of spots were aired out every Saturday evening after the Amharic news @8:00 pm and each spot repeated twice a week to make sure that anyone who have access to ETV have a wider chance to listen, start talking about the issue, open discourse with friends, families, spouses and perpetrators. The five different messages prepared in Amharic was transmitted by way of educating people from the simple definition of Domestic Violence up-to the causes, effects on women (families), and expected community response in combating domestic violence.

Moreover, an external producer was hired and a 10 minutes radio program production on domestic violence was produced. Production synopsis and 7 final scripts out of 13 programs has been submitted by the selected producer and got feedback from EWLA in relation to the contents of each program. This educational program is being aired out through Sheger FM 102.1 every Thursday morning at 7:50 am starting from 13 Dec/07 after it has been technically reviewed

and edited by EWLA. The report states that EWLA has carried out the following activities during the 16 Days of Activism: a press conference, an art competition, a candle light vigil, TV and sonic screen spots, T-shirts and white ribbon distribution.

Furthermore, it states that EWLA has prepared and distributed different information, education, and communication materials like posters, flyers and brochures on women's rights violation. A one day awareness raising and sensitization workshop was conducted on December 29/2007 for 354 (208 men and 46 women) police officers who were at in-service training at Kolfe Police College. The report also mentioned joint projects or awareness creation trainings with other partner organizations and stated EWLA's contributions.

Reflection

The researcher finds that the three organizations do use media to pass messages of advocacy and awareness creation. The use of media by the three organizations is varied. As discussed above, two broad media channels are employed by the organizations: their own media such as small media and IEC owned by the organizations themselves and mass media (TV, radio, and print media).

In comparing the use of media by the three organizations, the researcher finds that the three organizations have an extensive use. As we can see from the review of related literature, Bailey et al, (2008) considers alternative media to be small-scale and oriented towards specific communities, possibly disadvantaged groups, respecting their diversity. They are usually horizontally structured. As small media presents a possible alternative to that of the mass media, has a specific target and is horizontally oriented, the researcher acknowledges the effect of these media for development endeavors.

However, the organizations' own media as presented above are printed material. These are materials such as IEC publications, newsletters, posters, leaflets, fliers,

journals etc. These documents thus require literacy as a compulsory element to pass along a message. As demonstrated in the review of related literature, based on a 2003 projection, it is estimated that only 43 % of the Ethiopian adult population (aged 15 or above) can read and write, according to Mekuria (2005). Similarly we find in the CIA fact book, 2003 estimate, male literacy constitutes 50.3% while female literacy happens to be: 35.1% out of a total population of 42.7% of literate people.

As is demonstrated above, only a limited number of women are literate and this creates a problem as women rights advocates must choose the best outlet to reach women and educate them. The people that can significantly benefit from education on women rights such as what laws exist and what penal codes are in provision for women rights, are women themselves. As is stated by NEWA's informants, if women know of their rights then they can demand it. Out of total of 2,499 women living in urban areas, 73.6 % are literate, while out of 11,571 women in rural areas, 19.6% are exposed to the media, according to the Ethiopian Demography and Health Survey. (2005). Women thus, are disadvantaged as many do not have access and are not literate.

This implies that the media of the three organizations save for EWLA's radio programs, tend to require literacy as most of their own media and IEC are in print. EWLA's use of radio in this case in comparison to UNFPA and NEWA's inconsistent use of mass media stands to be a phenomenal achievement. This is on reasons that, given the figures above, the radio is the best of all mass media as it covers a wider area by coverage and is accessible as it does not require literacy to receive the message.

Also, the fact that the number of IEC materials or small media publications being printed in small numbers as a result of limited budget, limits their accessibility. As is mentioned above in the presentation, many of the publications get distributed to member or partner organizations not to mention to participants of

workshops or trainings set up by the organization. Even if NEWA's informant W/ro Negest said that other than government office workers and member organizations of the network, the publications reach women under women associations at Kebele levels or the like, the researcher has reservations on this point. As the women, students or participants of the workshop/trainings organized by the network covers different issues and thus various participants, there still exists the risk of distribution in a specific circle. This means that the publications reach first, an already exposed urban living persons or people that are already cognizant of the issue as they are working on the same issues as well.

Mass media use for communicating education and new innovative attitude as women rights protection is a significant effort. According to Moemeka (1994), the mass media have become instruments not only for information but also for education and development. He states that the media, because of their speedy delivery, capacity of messages and their extensive coverage, are particularly useful in the dissemination of development messages to large and dispersed population.

In addition, the researcher has found that EWLA has a much better use of mass media than UNFPA and NEWA. EWLA uses the radio regularly and thus would be more fruitful in raising awareness on women right issues. The radio, since considered as the most effective media outlet as it reaches many people compared to television and print media, is also more accessible financially. The researcher finds EWLA more effective in this regards compared to the other two organizations. Certainly, the researcher does not exclude the possibility of structural differences of the organizations having effect on their approaches and strategies of advocacy.

As EWLA is an implementing organization, while NEWA and UNFPA are a network and a funding organization respectively, its use of mass media for direct awareness creation and information might not be very startling. UNFPA and

NEWA do not seem to have regular use of mass media. The researcher believes that, even if not implementing partners, they could have improved their use of mass media. This could be on reasons that their mandate focuses more on advocacy than awareness creation.

As presented above, NEWA has an extensive use of its own media. It uses a newsletter called Kenjit, brochures and flyers. Interviews with its key informants also have revealed the association has a strong commitment for such small media including posters, t-shirts at events, and other printed materials of these sorts. It has media coverage as news of its gender talks and workshops it holds on regular bases. Its mass media use lacks continuity and longevity in practice, as regular TV and radio spot have only started being aired in 2008, as in-depth interviews with Informant W/ro Negest and W/ro Sara provided. However, its small media use seems to be strong.

Thus, we can see that small media is an important tool in passing a message. As Moemeka (1994) states, both small and mass media play a significant role in advocacy communication. However, the reservation of the researcher rests on the fact that the IEC materials published by these organizations does not reach the people at grass root. Even if it is a small media and does not, by default address a wide audience as mass media does, NEWA's IEC material dissemination, the researcher believes, risks the passing of a message to an audience who is already exposed to it

Moreover, EWLA seems to also include IEC materials in addition to mass media, which is an interesting approach as the association is able to reach both a specific audience and a varied mass audience. The chances are that the message has a better probability of reaching their target audience. EWLA's IEC materials include an annual journal, a magazine, brochures, flyers, and posters. In seeing the efforts of EWLA as extensive as it is, one should keep in mind that EWLA is an implementing organization unlike the rest two.

On the other hand, UNFPA presents a difficulty for inquiry into its activities to make a basis for studying media strategies. This is mainly because the annual reports of the agency have not been made available for the study because as the contact person disclosed, that the reports are not official yet. However, the advocacy strategy for the five year period of 2007-2011 and the 5th country program in addition to the interview with the key informants of the agency might give an overview. The informants of UNFPA stated that the agency has its own media that constitute newsletters, posters, billboards, flyers and brochures. The newsletter, printed every two months, was started in 2007 and prints 700 copies in both languages. Also, the IEC materials are said to be distributed to the UN offices, and governmental and non governmental organizations on meetings and events. Mass media use as TV and radio spots seem to have started very recently as Ato Tesfaye stated. The agency does not have a regular mass media as EWLA does.

All in all the similarity in this comparative analysis of this theme reveals that the media these organizations use, mass or small, reach a specific portion of the vast Ethiopian society save for EWLA's mass media use. The IEC materials, even if intended for audiences at the grass roots would present a problem as the level of illiteracy in Ethiopia is one of the highest in the world. According to 2003 projection, it is estimated that only 43 % of the Ethiopian adult population (aged 15 or above) can read and write (CIA 2007). This would imply that advocates would be faced with the challenge of using their own media, which are predominantly publications. Illiteracy is also a problem for print media oriented messages.

Advocates thus have to choose a media outlet that is inclusive of those that can not read and write. Moreover, advocates also have to note that the IEC or their own publications are printed in a limited number and distributed to specific people as member and partner organizations and participants of workshops and

trainings. Consequently, the audience and reach of these publications is limited to only some people.

Also, According to the Ethiopian Demography and Health survey (2005) of 68,981, households in 2005, 33% of households owned a radio set compared to 4.9% of television. Moreover, among the surveyed 20,103 people in the same survey, 23.6% of them reported that they have listened to a radio at least once a week compared to 9.2 % to television and 4.9% for newspaper. Thus, it remains to be seen that radio is the best means of reaching the mass grass root audience in Ethiopia.

This implies that the short programs of NEWA, the spots of UNFPA, and regular programs of EWLA on radio and TV also face a challenge in the delivery of messages they contain. As is demonstrated by the figures above, many people do not have access to media outlets as a result of finances. Also, the rural population seems to be isolated as a result of digital divide, mainly because of lack of infrastructure.

As well, an element the researcher has noted is the lack of use of community radio by all three organizations to pass their messages. Even if there are similarities in their reliance on their own media, even when they use the mass media, they do not include community radio. The radio also ensures a participatory approach to communication as is stated by Morris (2003). It uses grassroots participation through group interaction. It points out that structural inequalities, local knowledge being ignored, create problems in development and it proposes the exchange of information as a solution as their goals are community empowerment and equity.

In this regard, the researcher believes that the participation of EWLA in phone-in programs offers a participatory approach to communicating development initiatives. Even if W/ro Tsege said that the program was not initiated by EWLA

but rather by other media bodies, it demonstrates a participatory effort as it allows the exchange of information and interaction between people at grass root and experts (Advocates) through media channels. For this propose, the researcher strongly believes that the use of community radio would be useful in raising the awareness of the public.

5. 4. 3. Message

NEWA 2006 report maintains 6,000 flyers were produced that focused on three thematic areas: safe abortion, violence against women and the rights of women in marriage. The 2007 report also states, 3000 brochures were published with the same focus, its contents excerpted from the FDRE Constitution, international conventions and other legal documents in the country. The brochures focus on three thematic areas - violence against women; women's rights in marriage and safe abortion. The brochures also contained names and vital addresses of organizations that provide services on the above mentioned incidents, to address women's legal and counseling needs and services. They offered information for women on what they should do and where to go when they face any marital problem, sexual abuses or/and abortion case. It also contains articles that indicate some provisions of the revised family law as wells as technical advises. Moreover, it provides names and vital addresses of organizations that provide services, to address women's legal and counseling needs and services.

The flyers have information for women on what they should do and where to go if they face marital problems, sexual abuses or/and abortion case. It also contains some advises and articles stated in the revised family law. Moreover, important places are also listed out in the flyer in cases when a woman needs legal and counseling service.

Also, the report states posters and flyers have also been published to remark the White Ribbon day and as part of promoting End Violence against Women activities throughout Ethiopia. The posters show men's role in ending gender

based violence in Ethiopia. The report also states that as part of promotion activity, NEWA has published 1000 stickers with a motto “Gender Equality a Key to Change”. The sticker also contains address, name and logo of NEWA and distributed to its members, partners, visitors and other organizations.

NEWA 2007 report mentions that the editorial and feature stories of the tenth issue of the newsletter focused on the escalation of gender based violence with special reference to the brutal act on Kamilat Mehdi, who was deliberately burned with acid and the need to voice against such inhuman acts by the general public and concerned law enforcing bodies. Moreover, the newsletter highlights major activities performed by the Gender Based Violence Campaign - Ethiopia, where NEWA is a member and chair. The newsletter also refers to the commemoration of February 6, which was declared as a Zero Tolerance Day of FGM on the African continent. Highlights of activities of NEWA’s constituent members were also incorporated in the newsletter, the report states.

The 2007 report also mentions that NEWA conducted a TV Talk Show on RH issues that focused on ‘Gender Violence on Girls in relation to HIV/AIDS’. The discussion was focused on gender violence that is imposed on women of every age. Participants said that there are women who were raped and have contracted HIV/AIDS. A nine year old girl who came from SNNPRS region said that she was raped by her step uncle when she was eight years old. A secondary school student also said that she was a victim of promissory arranged marriage when she was a little girl and was abandoned by her family and the community when she refused the marriage. In addition, young girls from school and who are members of the girls’ forums stated that they are facing gender violence in every form at school and out of school.

On the other hand, W/ro Tsige of EWLA said, “the articles the association issues weekly on *Addis Admas* news paper mostly report EWLA’s efforts and activities. The articles demonstrate that women’s rights are being protected to show/promote

EWLA's efforts. It shows women that crimes against women rights are punishable. EWLA report 2005 states the publication and dissemination of flyers on the revised Family and Penal Laws with respect to women's rights and details on other areas in need of law reform. Also, brochures on three different topics: gender, women's legal rights, and women's reproductive rights have been produced and printed in 2006.

The radio program, Berchi generally covers such issues as EWLA's efforts on rights issues like what rights exist, changes in existing laws, penal laws on issues of harmful traditional practices etc. It also tells that not only the person that practices harmful practices but also those that collaborate are subject to punishment. It covers issues of Family laws, criminal laws, rights issues such as FGM, early marriage and rape (an issue given a wide coverage by EWLA). (W/ro Tsige EWLA informant)

EWLA's report of 2007 states that media coverage to raise public awareness on domestic violence throughout the project on capacity building for research and action against domestic violence of EWLA and Oxfam GB. It states that media coverage is aimed at raising awareness on domestic violence and initiating public dialogue at different levels amongst law enforcement bodies, the state, families, perpetrators and victims of violence. This can help enhance the level of awareness of the public at large on domestic violence against women and girls in relation to women's human rights and initiate consolidated effort to combat domestic violence in Ethiopia.

UNFPA informants said that the agency basically works on RH, population development and Gender. "We work on women rights issues such as early marriage, maternal health and family planning issues, gender based violence and reproductive health." said Ato Tesfaye, of UNFPA. The Fifth country program and advocacy strategy put advocacy as the main working area of the agency.

Reflection

The researcher has found that the media messages of the organizations are generally oriented towards advocating for women rights. The researcher believes that between these organizations, main issues of women rights issues in Ethiopia are covered. Messages against rape, abduction, early marriage, FGM and RH are vital for the road towards changing societal opinion and behavior on traditional practices. The 9th roundtable report (2004) states that the diffusion model sees communication as message going from a sender to receiver, a process by which individuals moved from a traditional way of life to one that is modern through the process of diffusion.

The report gives as an example family planning communication through IEC, radio, and TV. This could mean that in the diffusion of innovation, women rights in this case, it is understood that the society is not cognizant about the issue. It relates to the report's argument that traditional ways of thinking would change into modern ones. In this case, the researcher holds that some of the human rights abuses women in Ethiopia are subjected to are results of culture, traditions and un-enlightened ways of thinking. FGM, abduction, early marriage can be cited as harmful traditional practices that have originated from lack of education and information

In this case, diffusion of new ideas or innovations is on women rights and the messages are produced by civil society organizations such as the cases of the study. The research has found that the innovations and ideas incorporated in the media of the organizations are focused towards one or another women rights element.

.4. 4. Media relations

UNFPA informant, Ato Tesfaye stated that media air time is expensive and that there exists no cooperation as such between media agencies and the agency. He said that the agency is billed by the rate of air time charge. NEWA informants

W/rit Konjit (public relations officer) and Ato Yosef, stated similarly, that there does not exist a cooperation with the media as such and that the network pays for the spots it runs and if there are events or programs as 'gender talk' the media come and report the event as news. They also emphasized on media airtime being expensive.

In addition, W/ro Tsige of NEWA stated that they have overall, good working relationship with the media. She said that although the media have not subsidized or sponsored EWLA's programs, they use the association's interim reports for their own programs. All the informants in this study emphasized that the mass media airtime being expensive is a constraint in using channels to pass messages. Especially, the TV is deemed to be very expensive by all three organizations.

Reflection

As demonstrated above, the media does not seem to have special consideration for these organizations' area of concern and coverage. As they all advocate for women rights and play an important role in women's well being as a significant portion of any society, the researcher finds that the media could encourage such groups by providing them privileged treatment. Also, the fact of mass media airtime being expensive is identified as a constraint by all three organizations. The researcher argues that cooperation between the media and such groups would have a great impact in development messages. As Walack (1994) states in discussing media advocacy that media can be used to place attention on an issue by bringing it to light, which is called Agenda setting; the second function is framing. As a third function, media advocacy seeks advancement of social or public initiatives as a primary approach to the problem.

Wallack as mentioned above demonstrates a role media can play in turning people's attention to certain issues. Their framing, prioritization and exclusion of topics affect the audience by directing its attention towards specific issues. Media advocacy used by social groups such as the cases of the study, thus, can also

affect norms and traditions deemed harmful and push ideologies such as protecting the human rights of women.

All this implies the media play a role in educating and informing the public. Similarly, Moemeka(1994) states that the mass media have become instruments not only for information but also for education and development. The researcher forwards her argument, in this regard, that as the media plays a vital role in development initiatives such as rights advocacy, cooperation with the media would benefit a society greatly. The media, as a tool of a society must be receptive to collaboration with social groups that have social and developmental initiatives and the organizations must strive for a better working relationship with the media.

5.4.5. Target group

UNFPA informant Ato Tesfaye stated ‘for advocacy, we aim at decision makers, but for awareness creation we aim at grass root level people and parliament members.’ Ato Tesfaye also points that as the mandate of the agency includes advocacy; the agency focuses on advocacy activities. He said that by nature, advocacy is targeted towards policy/decision makers and thus the agencies’ advocacy efforts target such bodies. UNFPA informants reminded that the awareness creation activities carried out by the agency through media, mass or small media, targets the public as a whole.

Ato Yosef of NEWA said that media messages intend to affect the society as a whole, and women and decision/policy makers in particular. This is done whether through mass media messages or through advocacy efforts as workshops or other direct intervention efforts. ‘We use brochures published once a year, posters and, a documentation center is open for the public.’ W/ro Sara, informant of NEWA, also stated that the advocacy carried out by the association mainly uses policy dialogues, workshops and trainings with law enforcing bodies.

Looking into its own media, NEWA 2006 report states that three hundred copies from each type of flyer were produced and distributed to NEWA's constituent members, women associations in the region as well as individual women at grass root level. In addition, the 2006 report mentions the production of posters and flyers for a white ribbon day on ending gender based violence. Here it states that the materials were distributed to those organizations that are involved in the gender based violence campaign.

The 2007 report mentions that NEWA conducted a TV Talk Show on RH issues that focused on “Gender Violence on Girls in relation to HIV/AIDS”. In relation with whom it was targeted at, it states, ‘the objectives of the TV talk show was for advocating with legislative and executive bodies in implementing and enforcing the constitutional laws and at the same time promote community awareness on reproductive rights and raise the awareness of the community at large on the issue.’

Also, EWLA’s report 2005 identifies its target: ‘the public at large, and its representatives at all levels’. Particularly, it targets women and girls, in order to empower them, inform them of their rights, and on how to assert the same. Students and employees are targeted in order to enhance their performance and create awareness.’ Also, in EWLA 2005 report, the publication program identifies its target:

The magazines and newspapers target the public at large, especially those who are interested in EWLA’s work. The main purposes of these articles are to educate the public and increase awareness on women’s issues. The articles serve to promote women’s rights and inform the public of legal and other development that affect women. The Berchi journal mainly targets legal and other professionals. The activity reports are distributed to various agencies that are interested in EWLA’s activities. The booklet of 'selected cases' and the Berchi journal mainly target legal and other professionals. (EWLA, report 2005)

EWLA informant Ato Tariku said that as target group, the public education tries to reach everyone, “We reach students, law enforcement bodies, community through associations and Eders, associations at kebele level, women’s associations, government employees etc...”

He also stated that the association’s mass media message intended target group is everybody: women, men, boys, girls, older people, both sexes, young and old. Awareness creation helps teach people on human rights as even literate people are not aware of their and others’ rights, and if they have awareness of this issue may be human rights would be respected.

EWLA 2006 report has ‘public education and advocacy program.’ It states that the department works to pursue the legal, social and political rights of women by carrying out training and advocacy workshops. The workshops are conducted with the view of enhancing the awareness of women and society at large on the rights of women. It states that its specific target groups are students, government employees, and Civil Society Organisations (CSO’s). In relation to this, the department has organized workshops similar to the ones in 2005.

EWLA report of 2007 (under raising public awareness and voices on domestic violence) maintains that public educational messages have been transmitted consecutively for long time. Those educational messages/spots are expected to cover the majority of rural and urban Ethiopian people who have access to listen to the national and FM Addis radios. It is also believed that the messages have raised the level of awareness and initiate open discourse about the domestic violence within families, friends, men and women of the community members.

Reflection

Even if advocacy efforts and media largely focus on policy/decision and law makers, the community can only be involved if educated and informed of issues that affect its well being. Such an issue as human rights, in this case human rights of women, affects all aspects of life in a country. Awareness creation,

consequently, remains a significant objective in bringing about change in attitude and behavior. Most small media efforts of the organizations target partner organizations, law enforcers, participants of workshops, meetings and events organized by organizations working in the area.

As a target group, people at grass root level living in the rural areas where the majority of people in Ethiopia live, seem to be left out in most of the efforts of the organizations. The fact that IEC materials and workshops target similar people in the strategies of all three organizations risks exposing the already exposed. The people that would most likely benefit from being exposed to new information or human rights education in this case is probably the uneducated people living in rural areas still practicing harmful traditional practices and other violations of women rights. However, the ones exposed seem to be urban society with much exposure to such information.

Mass media messages of these organizations, on women rights also do not hit its primary targets, women, as the poorest and dependant portion of any society are women and children. This is because access to outlets of media proves to be difficult in a third world country as Ethiopia. As is demonstrated in the literature section, access to media is only possible for a limited part of the society.

Also, even if the mass media reaches the public, the message risks being one sided. It would be the passing of a message as in the way diffusion of innovation was criticized for. As diffusion of innovation did not open a dialogue but simply told people to adopt modernized ideologies and practices, it was not much effective in its endeavors. In this case, the researcher feels that radio phone-in programs and print media's use of letters from readers helps get feedback from the audience, thus involving the society.

These practices would allow participation from the audience, thus, ensuring a more participatory approach. According to Morris (2003), the participant model is

summarized as a horizontal information exchange/dialogue. It uses grass root participation through group interaction. Thus, the targeting of such efforts would be people at grass root level to participate in changing practices and traditions in the society that affect their lives. Participatory approaches to communication include the community.

5.4.6 How do the organizations view the role of various media in reaching in the public?

UNFPA informants said that one can not be sure of effectiveness of its efforts as evaluation tests are not carried out. NEWA informant W. Sara stated that awareness creation is important because even if there are laws, people are not aware of them. Let alone people at grass root levels even ones that are at decision making levels are not cognizant of the existing laws. As a result, awareness creation helps women be aware of their rights and enable them to demand for their rights. Its advocacy efforts target decision makers, policy makers and influential opinion leaders. EWLA's advocacy products target law enforcers; and public education trainings target in addition t law enforcement bodies, women association and students. UNFPA also targets decision/policy makers and opinion leaders as well.

UNFPA advocacy strategy 2007-2011 puts under channels and media intervention points as domestic violence and rape, FGM and early marriage, to use dialogue meetings and network meetings. Also it puts 'campaigning' as an instrument; this includes special events such as the 16 days of activism, day of GBV, panel discussions on radio, and vigils like candle lighting.

The researcher pointed that NEWA uses a lot of its own media, and in response to whether it reaches a wide public, informant W/ro Negest responded by saying that because they have varied member organizations, to whom the small media products are distributed, the message has a big chance of getting to the society.

NEWA informants also stated that mass media air time (TV/radio) is expensive, the media are not accountable, and that it is difficult to get prime time on TV. She expressed her discontent on the media by saying that the mass media other than being uncooperative, does not give due attention to issues like gender. Ato Yosef, also stated that alternative media is better in reaching grass root people as it can be packaged in a specific manner so as to address a specific group, in this case women. IEC materials to member organizations that use media are distributed.

EWLA informant Ato Tariku stated that the use of small media such as brochures and flyers is because the publications are reader friendly, short and simplified. They pass the message in a brief manner that does not bore its readers as it does not have a lot of message and it is cost effective and easier to produce.

EWLA 2005 annual report output indicators of publication program states

....many readers have expressed that they have gained insight into issues that affect women and the need to recognize and enforce women's rights. As a result of various articles published, many have visited EWLA in order to obtain further information. Furthermore, those women who wish to bring their cases to EWLA's attention have been encouraged to attend its legal aid center. (EWLA annual report 2005)

Also, EWLA annual report 2006, public relations department output indicator states, print media are the most effective for delivering a message that requires absorption of details by the reader. 'Printed matter can easily be read repeatedly and kept for reference. All of EWLA's printed materials are prepared with this objective in mind. The materials are focused and audience oriented'. The report also mentions that radio has a great advantage as it has the ability to reach specific target audiences as well as the general public. Our radio program "Berchi" is a good medium for reaching the general public as it has national coverage. The FM programs reach specific audiences around urban areas.

The report states that television has the strongest emotional impact of all media types. Its visual power makes situations seem close to the viewer. 'The phone calls received after the airing of Meskerm's story confirm this analysis.' It also created a renewed commitment from the regional law enforcement bodies since they redistributed and re-circulated the pictures of the accomplices who have not yet been brought to justice.

Using channels of media like television and/or radio is an effective way of raising the public's awareness on gender-based issues. Because these types of media reach so many people, both literate and illiterate, transmitting messages and programs through these modes of communication provides the opportunity for countless people to be educated about such critical issues on women's rights and gender abuse/discrimination. On the other hand, print media is also an effective way of delivering messages. In this format, the information provided requires the absorption of details by the reader. Printed materials can easily be referred to repeatedly and be kept for reference. The number of people coming to our office seeking to acquire published materials is indicative of the importance of our publications. (EWLA annual report 2007)

In relation to effectiveness EWLA and NEWA informants believe that their messages pass effectively. However, UNFPA informants said that one can not be sure of effectiveness of their efforts as evaluation tests are not carried out. EWLA 2005 report explains activity report of its publication program where it states that EWLA's publications play a vital role in creating awareness among the community. UNFPA informants, Ato Tesfaye and W/rit Meseret believe that they have used enough media. We believe it is effective because we observe that a lot of people turn up on events covered by media. On events we hand out publications, even if they will not cover so many people, at least they can pass it to each other.

Reflection

As seen above, compared to NEWA and UNFPA, EWLA seem to have a better understanding of the media. NEWA informant's response that small media being

the best way to reach the public or that the message would reach a wide public through the association's member organizations is subject to argument. The member organizations are women organizations or individual women who are members of women's associations and this would limit the circle of people who get exposed to NEWA's IEC materials. Also small media as established earlier, might not work as much in a country where illiteracy is a bottleneck. As to effectiveness of their messages, NEWA and UNFPA's estimation that without an evaluation and monitoring test being carried out, it is not possible to know the effectiveness of its media is a reasonable argument.

However, in reaching the wider audience, IEC materials fall short as a result of limited publication and circulation. The mass media, however, as mentioned above assure a speedy delivery of messages at once to a large audience. EWLA's use of mass media outlets for a long time and its choices of outlet show that the Association has a good knowledge and understanding of effective media outlet and its role. EWLA's reports seem to have an understanding of the radio's role in particular and advantages of using mass media outlets in general. However, the researcher holds that if the three organizations have a great understanding of the various media reaching the wider public, their approaches and priorities could have included the grass root level participation.

NEWA's informants and annual report demonstrate also a good understanding of the media's role and importance. However, the fact that it does not use mass media regularly and its lack of use of radio might not substantiate the networks understanding of the media despite constrains it faces. The same goes to UNFPA, even if its informants are well informed and knowledgeable of the media's role and effectiveness of media, the agency does not seem to have a regular use of mass media. The researcher has in mind that UNFPA is a funding organization while NEWA is a network. The study has kept in mind that the two organizations are not implementing organizations. However, the researcher argues that their

efforts in raising awareness depend on their use of the most effective media outlet with a wide reach.

5.5 Conclusion

This chapter has found that the various manners, in which the organizations advocate for women rights, are different and similar with regards to different themes of inquiry. All the three organizations hold advocacy as their goal, in relation to awareness creation media use; the organizations have quite a similar selection of their own media outlets. Mass media use of NEWA and UNFPA seems inconsistent while EWLA seems to have a regular use of radio and print media. The messages in any media packages of these organizations are oriented towards different issues of women rights. The chapter also presented the thematic categorization of research questions that included media use, message, and target group.

CHAPTER SIX

CONCLUSION

The study was initiated by the researcher's question as to what media strategies organizations that work on women rights employ? Such an inquiry into media strategy is concerned with whether media is used? What messages are packaged? Who the messages are intended for? To address these questions, the researcher, through purposive sampling, selected three organizations in Ethiopia that work on women rights as cases of the study to provide response to the research questions. Subsequently, data was collected using qualitative research methods of in-depth interviews carried out with key informants of the organizations and document analysis. Thus, in-depth interviews were carried out with key informants from each organization. Also, as written media strategies were not available in all three organizations, the researcher collected an advocacy strategy document from UNFPA and annual reports of 2005, 2006 and 2007 from NEWA and EWLA for the document analysis.

The study found that the organizations' main goal is mainly policy targeted advocacy, meaning advocacy efforts that targets policy and decision makers. The researcher has found that the organizations use both small and mass media in varying degrees. The researcher has reflected upon the fact that the use of IEC materials and small media has the limitation of reaching a wide audience, but that both remain to be important instruments. The researcher has also found that messages in small and mass media packages constitute information or education on different issues of women rights. Also, the study found that media communications of development initiatives such as rights advocacy face grave challenges of lack of access to outlets of a large portion of the society.

The study has found that EWLA employs the mass media in a regular basis and uses the most effective outlet, the radio, and thus has a better chance of involving a large audience. This could also be as a result of the organizations' set up as an implementing organization while the rest two are not. NEWA, a network

organization states that it creates awareness through its member organizations. UNFPA similarly maintains that it is a funding organization whose mandate is policy-targeted advocacy. In this regard, even if this study recognizes the set-up of the organizations reflects on the organizations' activities, it still argues that UNFPA and NEWA could have benefited from a better use of mass media that is regular and wide reaching.

Target groups are mainly unspecific in mass media as the three organizations state they want to reach all sections of the society. The researcher finds that a more specific targeting could benefit an awareness creation endeavor such as this. This is because the researcher believes that different sections of the society could need different ways of approach. With regards to the circulation of IEC materials, the study maintains that the circulation risks exposing the already exposed. This is demonstrated as advocacy/awareness creation activities such as training and workshops are practiced by all three organizations and there exists the risk of calling the same participants again and again. IEC materials, as is indicated by the informants of the organizations, are generally distributed to partner organizations, government organizations, and participants of workshops and trainings.

The researcher argues that lack of more participatory methods of passing messages is visible in the strategies of the organizations, save for EWLA. Participatory media such as community radio and media forums were not widely used by any of the organizations, limiting the passing of power to the community which the theory holds as important. Usage of community radio as is argued above would serve participatory approach of communication, even if community radio is a slowly growing phenomenon in Ethiopia.

The study has found that a radio aided education can achieve comparatively better results than other media efforts. This method could be classified as a diffusion of innovation approach or a transfer of knowledge via mass media. A more participatory approach could make better such an effort affording an exchange as

opposed to a transfer of information afforded by diffusion of innovation, not to mention inclusion of local input. Participatory approaches as group interaction, small media, theatre, community radio and media forums coupled with mass media facilitated development messages; radio as opposed in this case, could bring about better outcomes for women rights advocacy in Ethiopia.

Another key finding of the study is the fact that main women rights violations in Ethiopia are based on harmful traditional practices and ways of thinking. These practices are mainly carried out by people in rural areas. Thus, the society that needs a change in attitude and behavior lies at the rural areas. Innovation of new ideas and ways of thinking such as the need for value and protection of human rights, in this case, women rights needs to be adopted by those that are not knowledgeable of such ideas.

In conclusion, the comparative analysis of media strategies of EWLA, NEWA, and UNFPA was carried out based on a comparison of selected themes mentioned above. Consequently, the study has found EWLA to have the strongest overall media strategy compared to NEWA and UNFPA. The two organizations, even if are not implementing organizations, were found to have a lower and less consistent mass media use than EWLA. In view of small media, however, the two organizations have a good practical use that reaches a specific target, though; the study has found that reliance on IEC materials has the risk of exposing a limited audience circle. In EWLA's case a regular use of mass media is practiced in addition to IECs and small media. Thus the association has a wider reach of both specific and mass audiences compared to NEWA and UNFPA.

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Appendix ii

Interview guide

1. What are the areas does the organization work on?
2. Does it advocate for women rights?
3. Do women rights conditions in Ethiopia require change?
4. Does your organization hold that awareness creation brings about change with regards to women rights advocacy?
5. What tools does the organization use for advocacy and raising the public's awareness?
6. Does the organization believe that its advocacy tools reach the wide public?
7. Who do you think would benefit from having their awareness raised?
8. Who is the target audience of the organizations' advocacy products?
9. Does the organization use the media as an awareness creation tool?
10. What media outlets does the organization use?
11. If so, was it under consideration that the outlet chosen was one that is best for reaching the wider public?
12. Do you believe that the organization has used enough media coverage for women rights advocacy?
13. Who is the target audience?
14. Do you think that the awareness creation/advocacy products or campaigns have been effective? Why/ Why not?
15. As key informant in this study do you have personal knowledge and experience in the field of the media?

Declaration