



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

**ANALYSIS OF DIVERSITY IN TV PRIME TIME NEWS:
THE CASE OF FANA TELEVISION**

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**Analysis of Diversity in TV Prime Time News: The Case of Fana
Television**

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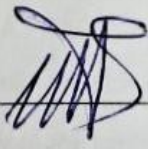
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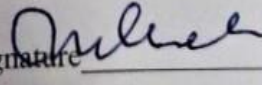
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ABSTRACT

The fundamental investigation of this study is to Explore News Diversity of Fana Broadcasting Corporation, Fana TV prime time news in terms of news topics, geographical coverage, number of sources per news, variety of news sources, and their perspectives. A mixed research approach was employed to explore the news diversity. Utilizing a quantitative research methodology, the study has scrutinized 230 news stories collected through the Simple Random Sampling Technique. In addition to the quantitative methodology, supplementary data has been acquired from key informants who were deliberately selected and whose responses were qualitatively analyzed in the study. Given that Ethiopia is characterized by its diverse ethnic composition, encompassing numerous cultures, traditions, customs, beliefs, ideologies, and multiple spoken languages, the notion of news diversity becomes essential in capturing and representing these complex and multifaceted realities. This distinguishing feature holds significant value in determining whether Fana TV News is practically promoting a diverse array of news or not. The literatures related to the research are incorporated into the thesis topic. The Unified Framework of Media Diversity Theory is employed as a benchmark for the conceptual framework of this study. The findings of this study divulged that the prime-time news reports on Fana TV predominantly consist of political news content and exhibit an uneven distribution of diverse news coverage. Furthermore, it was observed that Fana TV news heavily relies on government officials as the primary source of news information, prioritizing their perspectives over those of the general populace. Additionally, the study shed light on the imbalanced geographical representation in news coverage nationwide.

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Key words and their Operational definition

- A. **Media diversity:** refers to the presence of multiple and varied perspectives, ideas, and voices in the media.
- B. **News Diversity:** a measure of the variety of news items in terms of topics, perspectives, geographical coverages, and sources represented in Fana TV news.
- C. **Diversity of Content:** these are the range of diversified issues and topics covered by Fana TV primetime news.
- D. **Geographic Diversity:** This refers to the representation of regional states and city administrations of the country in the news stories produced by FBC.
- E. **Source Diversity:** This refers to representing different sources and their perspectives in the news reported by Fana TV.
- F. **Number of News Sources:** the number of individuals being interviewed per news.
- G. **Types of news:** is the concept or subject matter of news that Fana TV broadcasts in its primetime news.
- H. **Types of news sources:** These are the news sources belongingness to a profession or parts of society, like PR practitioners, ordinary citizens and political officials.
- I. **More than one Region News Coverage:** These kind of news are news stories that simultaneously touch two or more regional states of Ethiopia.
- J. **News:** it is factually based information that includes important, actual, current and mostly unusual events.
- K. **Primetime News:** refers to the main Fana TV news programming broadcast during the lunch time when television viewership is probably high between 6:00 AM and 7:00 PM local time.

List of Abbreviations and Acronyms

- **AMC:** Amhara Media Corporation
- **BG:** Benshangul Gumuz
- **FDRE:** Federal Democratic Republic of Ethiopia
- **ENA:** Ethiopian News Agency
- **FBC:** Fana Broadcasting Corporate
- **FTV:** Fana Television
- **MMR:** Mixed-Methods Research
- **SNNP:** Southern Nation Nationalities People
- **SRS:** Simple Rando Sampling
- **SWE:** South West Ethiopia
- **PSB:** Public Service Broadcasting
- **TV:** Television
- **UFMDT:** Unified Framework of Media Diversity Theory
- **UNESCO:** United Nations Educational, Scientific and Cultural Organization

CHAPTER ONE

1. Introduction

This chapter will introduce the topic in a broader context and present some background information on the research problem. It presents a historical overview of media diversity in the global and Ethiopian media landscapes. Additionally, the reasons why diversity and news diversity have become important agendas for global media organizations are discussed briefly. The second section discusses the problem statement and what motivated the researcher to study. Then, the general and specific objectives of the study are also stated. The sections then present the basic research questions, the study's significance, scope, and limitations. Finally, the chapter concludes by presenting the organization of the research paper.

1.1. Background of the Study

Complex political, economic, and social factors, including technological advancements, media ownership patterns, and government regulations, have shaped the global context of media diversity. Starting from understanding this various history is important for addressing the issues of news diversity in this study.

As stated by scholars such as Boyle, R., & Schultze, Q. (2019), Media diversity has been a long-standing issue that has evolved in different parts of the world. Its central concept refers to representing diverse perspectives, ideas, and voices in the media, including print, broadcast, and digital platforms.

The history of media diversity dates back to the early days of mass communication, when the emergence of newspapers and magazines provided a platform for diverse opinions and viewpoints. However, media ownership and control remained concentrated in the hands of a few powerful elites, limiting the diversity of represented voices (Napoli, 2009).

In the 20th century, the rise of radio and television brought new opportunities for media diversity but posed new challenges. State-owned broadcasters dominated many countries, while

commercial broadcasters focused on profit margins and tended to homogenize content to appeal to the widest possible audience.

The advent of the internet and digital media in the late 20th century has revolutionized the media landscape, offering new possibilities for grassroots and alternative media (Napoli, 2010). This has led to new opportunities for media diversity, as independent voices have been able to create and distribute content without the need for large budgets or corporate backing. However, it has also brought new challenges, such as the spread of misinformation and the difficulty of regulating online content.

Today, media diversity is a key issue in many countries, with policymakers and activists calling for measures to promote pluralism and ensure that a range of voices is heard in the public sphere. One reason that media organizations focus on diversity is to meet the needs of their diverse audiences. In their book "Media Diversity and Localism: Meaning and Metrics," Philip M. Napoli and Minjeong Kim note that as the demographics of communities become more diverse, media organizations must find ways to reflect that diversity in their content. Failure to do so can result in alienating large segments of the audience.

Media organizations are prioritizing diversity to represent a wide range of perspectives. According to Bill Kovach and Tom Rosenstiel in their publication "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect," journalists are responsible for encompassing all narrative dimensions, including incorporating the viewpoints of individuals from diverse backgrounds. Failing to do so can result in a limited and biased portrayal of the world.

Media institutions also acknowledge their duty to advance social justice by means of diversity. In their publication "The Handbook of Global Media and Communication Policy," Mansell and Raboy assert that media institutions are responsible for offering a platform for marginalized groups to express their grievances and confront social disparities. This can be accomplished by endorsing diversity in the topics that are addressed. These are merely a handful of illustrations of why diversity and news diversity have emerged as essential priorities for international media organizations.

Like the history of the media industry in the world, our country, Ethiopia, has a long and multifaceted history of the media landscape, with various forms of media emerging at different times and in different contexts. One of Ethiopia's earliest forms of media was the oral tradition, which involved passing down stories, myths, and legends from generation to generation. This tradition was largely maintained by the country's diverse ethnic groups, who used different languages and dialects to communicate their stories. One of the most important books documenting this tradition is "Ethiopian Folktales" by Wolf Leslau, which offers a rich collection of stories from different country regions.

In the early 20th century, Ethiopia experienced significant political and social changes that profoundly impacted the country's media landscape. For instance, the introduction of modern printing technology led to the emergence of newspapers and other print media, which played a crucial role in shaping public opinion and disseminating information. One of the earliest newspapers in Ethiopia (after the first Amharic newspaper called 'Aimero Gazeta' and some other hand written sheets with a very small circulation) was "Addis Zemen," established in 1941 by the Ethiopian government. Addis Zemen played a critical role in promoting nationalism and anti-colonialism and educating the public about various social and political issues. It was, and still is, the main official press organ of the Ethiopian government.

However, the media landscape in Ethiopia has not always been diverse, as the country experienced significant political turmoil and repression under the authoritarian rule of Emperor Haile Selassie I and, later, the Marxist-Leninist Derg regime. The state heavily censored and controlled the media during these periods, and independent voices were silenced. One of the most influential books documenting this period is "Ethiopia: The Era of the Princes" by Harold G. Marcus, which offers a detailed account of the political and social changes that occurred during the reign of Emperor Haile Selassie.

After the collapse of the Derg regime in 1991, Ethiopia experienced a phase of political and economic liberalization, resulting in a heightened degree of variety within its media landscape. Ethiopia's media sector flourishes with various newspapers, television and radio stations, and online media platforms. In accordance with article 29, sub-article b of the Constitution of the Federal Democratic Republic of Ethiopia, as specified in Proclamation no 1/1995, individuals are granted the fundamental right to access a wide range of information.

"... In the interest of the free flow of information, ideas, and opinions, which are essential to the functioning of a democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence and capacity to entertain diverse opinions.

Any media financed by or under the control of the State shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion....". However, the country still faces significant challenges regarding media representation and access, particularly in rural areas with limited access to information.

Mass media is a key in the social forces that promote and enrich diversity. Content variety in media becomes especially important when considering accessibility to equal representation of different power/ social classes or persons who need recognition.

The mass media are expected to serve all citizens equally by providing free and fair news and general information through their reports. It is also believed that mass media should be responsible for informing the public to promote free thinking, tolerance, respect, and mutual understanding. Citizens can contribute to developing a democratic culture in their country when their awareness of diversity develops, and they know their rights and obligations very well. So, the role of the media in teaching and creating a forum for discussion cannot be replaced by anything. According to the book "Media and Democracy in Africa" by Yves Kamuronsi and Fackson Banda, diversity in Ethiopia has been challenging due to limited media ownership and government control. The authors argue that the lack of media diversity has contributed to the limited representation of diverse voices and perspectives in the country's media landscape. According to the idea of these authors, there is no presence of multiple media outlets that truly represent diverse interests and perspectives in Ethiopia.

In countries like Ethiopia, which are home to multicultural people, much is expected from the mass media to promote values of unity in society. Focusing on public and participatory social realities and giving due place to pressing issues of society should be considered the key elements of their activities. Living in a country where diversity is respected requires the active participation of people from the lowest level of society to the highest in socio-economics, politics, history, and culture. People need a wide variety of information that will enable them to make rational decisions. Providing a wide range of information options and fostering

independent thinking can also be part of diversity's mission to empower people. In this sense, it is necessary to ensure that the Ethiopian media reflects the diversity of Ethiopian society and promotes the representation of diverse voices and perspectives in the country's media landscape.

The mass media's central mission is to allow people to hear different thoughts and opinions by following a balanced and fair news reporting strategy. Also, building the intellectual competences of society, helping citizens to define their identity and social life from their minds, and facilitating situations where people can give ideas and discuss their issues are the advanced functions of the mass media. These missions transform societal contradictions and conflicts into mutual understanding and cooperation, social harmony and peace, development, and democracy.

Many commentators and academicians say that mass media should measure the level of success of their work in terms of the existing reality of the country as a whole. The mission of the mass media is to bring positive change to people who live in a society where there is no culture of freedom of expression; isolation and oppression prevail. Poverty and backwardness are the characteristics of the society. The standards of newsworthiness emphasized in professional journalism should also be seen within the framework or context of the community's lifestyle.

It is believed that the general reality of the mass media working in a society with a wide range of languages, cultures, faiths, traditions, customs, lifestyles, and appearances should reflect the same national aspect. Just as it is appropriate to have mass media that work for a single group of society or target audience, the overall mass media ecosystem should be broad and diverse. There should be many numbers of independent media organizations that operate independently. This is one of the ways to make mass media accessible to several audiences. This will also significantly highlight and develop a country's values of different cultures.

Especially, Mass media such as Fana Broadcasting Corporate (FBC), which believes it has national news coverage, should examine themselves in terms of reflecting the reality of many ethnicities and cultures. There is no doubt that Ethiopia is a country known for its diversity. The mass media's news reports are believed to have a significant role in enriching this theme. This is directly related to the professional principle of journalism, which is to provide balanced and fair coverage of different ideas, political tendencies, cultures, social groups, needs, and different aspects of society.

1.2. Principles of News Diversity

The principle of news diversity is a fundamental tenet in journalism, emphasizing the need for a comprehensive and balanced representation of perspectives, voices, and topics in news reporting. As McChesney (1999) argues, a diverse and inclusive media landscape is essential for cultivating an informed and engaged public. This principle encompasses various key aspects, including the representation of diverse perspectives on a given issue (Kovach & Rosenstiel, 2007), the inclusion of voices from marginalized or underrepresented communities (Wahl-Jorgensen & Hanitzsch, 2009), and the coverage of a wide range of issues beyond politics (Tuchman, 1978).

Furthermore, the principle underscores the importance of avoiding bias and stereotypes in reporting, promoting transparency in editorial decisions, and encouraging inclusive newsroom practices (Kovach & Rosenstiel, 2007). By adhering to these principles, news outlets can contribute to a more accurate representation of events and issues, fostering a deeper understanding among their audience.

Geographic diversity in news coverage is also crucial, ensuring that stories from various locations are included (McChesney, 1999). This global perspective helps create a more nuanced understanding of events and promotes a more interconnected view of the world.

In essence, the principle of news diversity is a multifaceted approach that goes beyond mere reporting, encompassing the values of fairness, inclusivity, transparency, and a commitment to representing the rich tapestry of perspectives within society. As news organizations embrace and implement these principles, they contribute to the creation of a media landscape that serves the public interest by providing a more complete and nuanced view of the world.

Therefore, this investigation aims to analyze the news narratives in mainstream media from the vantage point of news heterogeneity. The selected case study for this research is Fana TV Prime Time News, expected as one of Ethiopia's most popular and extensively-watched news programs. The investigation aims to scrutinize the extent to which the assortment of news topics broadcasted on TV is diverse, the range of geographical areas covered, the utilization of sources, and the perspectives conveyed. Furthermore, the study aspires to identify the factors contributing to the absence of diversity in news content within the news package by conducting interviews with key informants and examining sample news narratives.

1.3. Statement of the problem

The mainstream media plays a significant role in moulding the collective viewpoint of the public and distributing valuable knowledge. Nevertheless, apprehensions have emerged over the absence of variety in newsroom settings, resulting in a uniform range of perspectives and insufficient representation within the media (Tuchman, 1978).

The current study aims to examine the sample media house prime time news from the perspective of news diversity to understand better the challenges and opportunities present in promoting diversity in the media industry. The lack of diversity in the media significantly impacts the public's understanding of current events and the perspectives of different groups (Mastro, 2017).

Furthermore, the media is critical in shaping public opinion and how society views different groups. When marginalized groups are underrepresented in the media, it can lead to negative stereotypes and misconceptions about these groups (Entman & Rojecki, 2000).

Coming to the Ethiopian context, our country is ethnically diverse, with different cultures, languages, religions, nationalities, political outlooks, and other backgrounds. The country has already been described as a museum of peoples (Berhane, 2009; Teshome, 2001), whereby a multiplicity of ethnic, languages, religions, and other groups are markers of its diverse population (Ambissa, 2010). For these reasons, it is considered a diverse country.

Considering this context of the nation, the media environment should be designed to entertain all types of diversified identities in the country. Thus, Instead of disregarding or neglecting the issue of large societies' heterogeneous environment, much research must be conducted to address the issue of content diversity in the Ethiopian mass media context.

A study conducted by Teshager Shiferaw (2004, P. 14-15) states that the mass media are the platforms where only the voices of a few elites of the society are reflected. The beginning is in the struggle to be heard and the process of control of the mass media. Different members of society who want to use the mass media to create influence try to control the news and information and make the majority of the people their followers. Thus, it can be concluded that diversity is not considered.

Furthermore, Teshagers' research also shows that different elite groups desire their interests to be reflected in the media. These parties try to shape public opinion to serve their interests and gain power and support for their preferred policy directions. They utilize the media as enforcement for this purpose. Again this idea of the research also supports that diversity is not considered.

According to Getnet (2018, p. 2), the diversified audiences of a country demand diversified news content. These diversified audiences want to hear their stories in the media through news, programs, or documentaries. It is also often argued that a culturally diverse media context enriches the media landscape, encourages all-inclusive understanding, and enhances the audiences' personal and social growth.

In recent years, there has been a growing concern about the lack of diversity in the newsroom and the content produced by mainstream media. This has led to a growing interest in the study of newsroom diversity and the factors that contribute to it. The lack of diversity in the newsroom can significantly impact the news content produced by the media, as it can lead to a lack of representation of different perspectives and voices. This can result in a narrow and one-sided view of the world, negatively affecting the audience and society.

If so, is Fana TV, as a mainstream news media in Ethiopia, covering what it is supposed to cover fairly? Besides, like the geographical coverage, audiences prefer to see various news contents in the media. Audiences aspire to see various news angles and issues appearing on their television and radio sets and in magazines and newspapers. Do mainstream media institutions like FBC feed these needs of the audiences?

Considering all the above actual claims, the study's researcher has tried to collect preliminary information from FBC journalists. According to the researcher's discussion with the journalists, most of them told the researcher that Fana Broadcasting Corporate (FBC) is realizing diversity by working with a principled multicultural newsroom. In addition to other pushing factors, after hearing about this claim of the reporters, the researcher becomes very curious to study the current state of news diversity in Fana Television's newsroom. This view implies that every professional media has to be sufficiently equipped with diversified content to do a good job in society. It is also a crucial aspect of journalism, as it ensures audiences can access a wide range of perspectives and information, enabling them to make informed decisions.

The acquisition of culturally diverse knowledge, skills, and attitudes is of utmost importance for mass media in order for them to exhibit proficiency in the numerous media platforms available to them. Furthermore, the examination of the media ecosystem in Ethiopia, specifically in terms of its news diversity, is an area that necessitates attention and analysis.

Therefore, mass media such as Fana Broadcasting Corporate, which has wide distribution coverage in the country, are seen by the audience to be following the policy of dealing with Diversity in Ethiopia and trying to do it in practice. However, the orderliness of this media's news items is sometimes questionable by the media scholars from the News diversity perspective. So, the motivation behind this research stems from the need to understand the representation of different perspectives and voices in the Ethiopian mainstream media focusing the prime-time news on Fana TV.

In doing so, the researcher of this study attempted to determine the extent to which the Fana Broadcasting Corporate (FBC) provides news coverage to all of the country's regions and city administrations, as well as how a variety of contents and opinions are handled in its daily news coverage of a topic. Furthermore, this research seeks to understand how the sample media house, Fana TV, works to ensure the diversity of news topics and perspectives represented in its daily news in the Ethiopian media landscape.

1.3. Objective of the study

1.3.1. General objective

The study was conducted to investigate the Prime-Time News of Fana Television, from the perspective of diversity in the news.

1.3.2 Specific Objectives

Specifically, the study has focused on the following particular objectives.

1. Identifying the theme of news frequently reported by Fana TV prime time news.
2. Investigating the number of sources per each selected news item.
3. Assessing the proportionality of news coverage for each region and city administration.
4. Finding the main news sources for Fana TV news.
5. Determining views expressed by journalists about the diversity of news coverage.

1.4. Research Questions

The following basic research questions guided the study:

1. What types of news are repeatedly reported in Fana TV news?
2. How many number of news sources are involved in each news production?
3. What is the proportionality of news coverage for each region and city administration?
4. Who are the dominant news makers repeatedly mentioned in Fana TV news coverage?
5. What are the perceptions of journalists about the diversity of news coverage?

1.5. Significance of the Study

Since the study has identified the gaps in the news coverage and the perspectives in the news stories, it is expected to provide an in-depth understanding of news diversity in the ‘Fana Zena’ TV Prime-Time News. The study aims to understand how viable it would be for media outlets to become more competent in improving diversified news.

The findings and recommendations from this study can contribute to the ongoing discourse on diversity and representation in the media and inform future initiatives to promote diversity in the media industry. As a result, the study will be useful for media organizations and policymakers working with the media industry and the general public, as it provides insights into the need for diversity in news presentation and how it can be achieved.

Furthermore, the findings of this study also have practical implications for media organizations, journalists, and diversity advocates in their efforts to promote diversity and representation in the media by indicating ways to encourage more diverse perspectives within mainstream media outlets. The study has provided recommendations for improving news diversity representation in the Ethiopian mainstream media organizations, specifically focusing on the Fana TV Prime-Time News.

Moreover, the study will serve as an empirical source for future researchers whenever they have issues related to the diversity of news content.

1.6. Scope of the Study

The scope of this study is the diversity of news, particularly geographical news coverage, variety of news themes, multiplicity of news sources, and diversity of opinions and viewpoints. The Fana TV news broadcasting takes 30 to 60 minutes from Monday to Sunday each mid- day. Within the study period, 230 sample TV news stories have been investigated using a Systematic Random Sampling technique in both numerical and qualitative news content scope. The study was conducted on the mentioned media house's Prime time news broadcasted daily in the mid-day at 6:00 am to 7:00 pm) broadcasting in terms of **Geography, Sources, and Content Diversity** of news package that broadcasted from September 1, 2015, EC to February 30, 2015, EC.

Under the **news diversity context**, the study has categories of major and specific issues such as political, Economic, Social, Cultural, Historical, Religious, Health, Environment, Justice, and Education news. For instance, political-specific news content includes good governance, political wars, diplomacy, political instability, official meetings, bilateral and multilateral relations of the country, and the like.

Concerning the **variety of news sources**, the **number of sources per news** and what kinds of **news sources frequently appear** on the news have been parts of the study. What genre of news source information is frequently used, and how representative they were? These are among the central concerns of the research theme which had been analyzed. In relation to **diversity of views** and **opinions**, the research has endeavored to see how FBC news stories entertain diversified ideas.

The scopes mentioned above are what the study tried to look for. As mentioned before, the scope of the study is the Fana Broadcasting Corporate, particularly the Fana TV "Fana-Zena" news package. The research scope extends to ten participants as key informants and two hundred thirty Amharic News stories broadcasted by Fana TV from September 1/2015 E.C, to February 30, 2015, EC. Regarding **geographical news diversity**, the research has deeply analyzed each piece of news and was categorized under all regions and city administrations of the country. Here, suppose a single news report touches on two or more regions. It is grouped under '**More than one Region**' news content coverage. This was created to alleviate the geographical news category bias probability sampling of the research.

1.7. Limitations of the study

One of the limitations of the study was its inability to address other programs of the station beyond its news hour. It would have been preferred to include the program contents of the station to examine the topic more in detail. But, given the time and resource limitations, extending the sampling was unfeasible. Therefore, the findings of the study might not be generalized.

A content analysis method has been used to evaluate the study. This technique has drawbacks by definition. One of its shortcomings is that it doesn't explain enough about how participants' perceptions of news diversity are beneficial or detrimental activities are affected. To overcome this limitation, an in-depth interview with a few chosen informants has been conducted at FBC.

Another challenge encountered during this research pertained to the unavailability of certain news articles, which were intended to serve as samples, on the institution's official YouTube channel for the month of February 2015 E.C. Nevertheless, the researcher successfully addressed this issue by composing a formal letter of cooperation from the School of Journalism and Communication at Addis Ababa University, personally approaching Fana Broadcasting Corporation, and subsequently obtaining the news articles that had not been uploaded online due to a system failure through the digital archive department of FBC.

What's more, as a student researcher, some experience measures were in a comma. However, the researcher has done his best in consultation with the advisor.

1.8. Organization of the study

The final version of this thesis paper consists of five chapters. The first chapter covers the study's general background, problem statement, research objectives, significance, scope and limitations, and finally, the organization of the study. The essence and notion of news diversity, as well as related topics with the Unified framework of media diversity are discussed in Chapter two. The third chapter deals with the research methodology. In this chapter, the researcher also explained how the research has been conducted, how samples are selected, and how the data has been gathered.

Next, chapter four of the study discusses how collected data is presented and analyzed. This chapter has thoroughly examined the data gathered through quantitative and qualitative methods with content and interview analysis of the study. The outcomes of the data are also presented in this chapter. Finally, the fifth chapter briefly discusses the conclusion and recommendations based on the research findings.

CHAPTER TWO

2. Review of Related Literature

2.1. Introduction

In this chapter of the study, the researcher endeavors to present literature related to the study's concepts under consideration. As a result, the chapter will attempt to provide detailed introductions to diversity issues, such as the concept of Diversity, Media and Content Diversity, media diversity considerations, the importance of media diversity, and components of media diversity. The components of media diversity, content diversity, source diversity, audience diversity, geographical diversity, channel diversity, and ownership diversity will be presented.

The next part of this chapter briefly discusses reviews of previously conducted studies on Media and News Diversity. The researcher will also attempt to discuss the Diversity in FBC Editorial policy. Furthermore, the State of Current Attention Given to Media Diversity will be discussed in this chapter. Finally, the chapter discusses the theoretical research framework, Unified Framework of Media Diversity Theory (UFMDT), and its general applicability to the Ethiopian media context and FBC.

2.2. Definition of Diversity

There are authors with many varied perspectives and justifications, so there are countless ways to define diversity. According to the book "Diversity and Society: Race, Ethnicity, and Gender" by Joseph F. Healey, diversity encompasses the many ways in which people differ, including their cultural and social backgrounds, experiences, and identities. The author emphasizes that diversity is not limited to visible differences such as skin color, gender, or physical appearance but also includes invisible characteristics such as religion, socio-economic status, educational background, etc.

Another book, "Managing Diversity: Toward a Globally Inclusive Workplace" by Michàlle E. Mor Barak, defines diversity as "the presence of differences among members of a social unit, such as a work team, concerning characteristics that are perceived as relevant and consequential for the given outcome." This author stresses that diversity is a critical component of a successful workplace and that organizations must actively promote inclusion and equality to leverage the

benefits of diversity. Diversity is a complex and multifaceted concept encompassing various dimensions of human differences. Recognizing and embracing diversity is crucial to creating a more inclusive and equitable society, workplace, and community.

A survey of the diversity literature also reveals that diversity cannot be defined in a way everyone accepts. To prove their point, Brinson et al. (2010) cite literature that demonstrates no consensus on the nature and definition of diversity in academic and professional contexts, leaving the idea open to diverse interpretations and connotations. Here are a few definitions provided by many authors over the years so that you can better comprehend the phrase's meaning and identify any commonalities among them.

According to Jackson and Alvarez (1992), diversity refers to overt and covert characteristics, such as attitudes, education, technical skill, socioeconomic context, and values, that influence people and organizations. Overt characteristics include race, ethnicity, age, and gender. In contrast, covert characteristics refer to less obvious characteristics (Milliken & Martins, 1996), a wide range of traits, or, more specifically, everything that distinguishes one person from another or unites them. (Kreitner, Kinicki, and Buelens, 2002); the imminent feature of the human species which represents a set of individual differences that make all human beings unique and different from one another and can be expressed in terms of age, gender, race, ethnicity, class, physical and mental ability, sexual orientation, language, spiritual practice, and public appearance (Sepehri, 2002; Thomas, 1999); (Deshwal & Chaudry, 2012; Grief, 2009). According to the above definitions, diversity is the difference between persons in overt and hidden traits.

2.3. Clarifying the Concept of Diversity in Media Context

There are various ways to see diversity in the context of mainstream media. It can be perceived through the lens of many media outlets. It comprises the presence of various media outlets in a nation. It refers to representing different perspectives, experiences, and identities in the media. It encompasses various issues, including representation of race, gender, sexual orientation, disability, and socioeconomic status.

As various dictionaries and research articles suggest, diversity describes the different forms of society's existing reality and intellectual and cultural aspects. It refers to the diversity of society's culture, thought, politics, and ideology. As mentioned in a dictionary of media and

communication studies, "diversity" indicates that society is not uniform and is different in language, ethnicity, religion, class, etc. These differences also create cultural, ethnic, social, and gender differences, indicating that diversity can be considered an aspect of any political society (Teshager Shiferaw, 2004, P. 8).

According to other scholars, diversity is the "variation of individuals on any characteristics that may mark to the assumption that another person is different from the self" (Van Knippenberg, De Dreu, & Homan, 2004, p. 1008), or it can be defined as a mark that resides within and across groups based on race, ideas, geography, ethnicity, language, religion, gender, sexual orientation, and social status (Banks et al., 2005). Diversity is essential to all the differences that exist between humans. This variation includes both individual and group-level distinctions between people that are either obvious or subtle.

The media's diversity is essential for ensuring diversity of viewpoints (the discourse of varied ideas), accurate and comprehensive news source representation, and public participation in any given geographic setting. The media must represent different public interests, values, and cultures to facilitate effective communication and give audiences access to various viewpoints. Raashied (n.d., P.3) lists the variety of socially-stratifying content (voices, perspectives, ideologies, genres, etc.) available throughout the media industry.

The media significantly shapes public perception and understanding of different cultures, races, and identities. The lack of diversity in media representation can lead to harmful stereotypes and a lack of understanding of marginalized communities.

2.4. The State of Current Attention Given to Media Diversity

There has been a growing recognition of the need for greater diversity in media representation, as media has historically underrepresented or misrepresented many minority groups, which can have far-reaching effects on their treatment and opportunities in society. Media representation of diverse groups has traditionally been limited. For instance, most television shows and movie characters are white, male, and able-bodied. This lack of representation can have a negative impact on the self-esteem and mental health of individuals from marginalized communities, who may feel invisible and unimportant. Additionally, it can lead to harmful stereotypes and misunderstandings about these groups.

Recently, endeavors have been made to enhance the inclusivity of media portrayal. Numerous television series and films presently showcase varied ensembles and narratives that accentuate the experiences of marginalized communities. This endeavor serves to counter stereotypes, foster comprehension and compassion, and empower marginalized communities to voice their perspectives.

Despite this progress, there is still a long way to go to achieve true diversity in media representation. Many Hollywood productions still lack diversity in front of and behind the camera. This lack of diversity in the industry means that many stories from marginalized communities are not being told, and the perspectives of these groups are not being represented. To truly achieve diversity in media, it is important to increase representation on screen and create opportunities for individuals from marginalized communities to have a voice behind the camera.

The increasing concern about the diversity of news content in mainstream media has become crucial in recent years. With the rise of media outlets, it is essential to understand how different media organizations present news to their audiences. This study aims to explore the diversity of news content in mainstream media, focusing on the case of Fana TV.

2.5. The importance of Media Diversity

It is important to remember that every audience expects and needs diversity and plurality of media content and sources. In this globalization time, supplying diversified media content is what the information age demands. Media content has to entertain diverse ideas, views, and opinions. The importance of media content diversity cannot be overstated, as it plays a crucial role in shaping our perceptions of the world and each other.

Teshager S. (2004 P. 8) states that when the mass media can reflect the diversity of the society in which they are located, understanding and a fair communication system will be developed instead of only certain views and interests being imposed on others. A way will be created for the values of democracy to develop and replace extremism with a balanced perspective. By avoiding the possibility of cultural and political values of certain sections of society being imposed on others, all sections should maintain their language, culture, and thinking. This point indicates the political implications of pluralism in the media. They show that diversity in society and mass media is related to respect for civil rights and the protection of democratic values.

Promoting a more inclusive and equitable society is a primary advantage derived from the diversity of media content. When individuals from various backgrounds and experiences are portrayed in the media, it conveys a strong message that their worth is recognized and they hold a significant position within our society. This can effectively dismantle stereotypes and biases that exist among distinct groups.

Another benefit of media content diversity is that it helps to create a more accurate and nuanced representation of the world. The media is often used as a lens through which we view the world. When it reflects a diverse range of perspectives, it can provide a more comprehensive and nuanced understanding of the issues and events that shape our society. This is particularly important in today's fast-paced, interconnected world, where the media plays a key role in shaping our perceptions of events happening around the globe.

Despite these benefits, media content diversity remains a major issue. The media industry is still dominated by a narrow range of voices and perspectives, and this lack of diversity is reflected in the produced and consumed content. This is particularly true in Hollywood, where most movies and TV shows are directed and produced by white men, and white actors are disproportionately represented on screen.

To resolve this issue, the media has a significant impact on diversity, both in terms of the representation of diverse populations and the perceptions of these groups by the wider public. For this reason, there needs to be a concerted effort to promote diversity and inclusivity in the media industry. This can be achieved through various means, including increasing the representation of people from diverse backgrounds in media. Media companies must be held accountable for representing diversity in their content. Media content diversity is essential to creating a more inclusive and equitable society. Thus, the media industry must take more steps to promote diversity and inclusivity so that the content they produce and consume truly reflects the diversity of the world around us.

2.6. Components of Media diversity

Multiple viewpoints can be used to examine diversity in mass media. (McQuail, 1992; Napoli, 1999) makes a distinction between various types of diversity arranged in the order of production to consumption, including source, channel, content, and audience.

2.6.1. Content Diversity

Media can be diversified in terms of its contents. Content diversity refers to diversified issues and topics reported by the media. The broadcasting or printing of diversified topics and issues in broadcast or print media can be considered a Diversity of content. "Media diversity is the extent to which an array of representations of individuals or social groups are being presented and the degree to which a multiplicity of voices are being heard or reflected" (Luther et al., 2012, p.15).

According to Voakes et al. (1996, p. 585), "content diversity" is described as "a dispersion of the depiction of ideas, viewpoints, attributions, opinions, or frames inside a news product, and within the framework of one specific issue." appearing in (Serena Carpenter 2010, p. 1067). Idea diversity is more difficult and arguably more elusive since it attempts to assess the diversity of social, political, and cultural perspectives communicated in media material (Napoli, 2009).

The study of produced news (media content) is arguably the easiest area of news variety to understand. Previous researchers have expressed this idea differently (Entman and Wildman, 1992; Kim and Kwak, 2017; McQuail, 1992; Napoli, 1999; Sjvaag, 2016; Van Cuilenburg, 1999).

Choi (2009) asserts that a news report's ability to be diverse in its content is well-measured. Because of this, it is crucial to measure diversity and identify its motivating factors (Masini et al. 2018, p.3). It aims to include different types of content that cater to different audience preferences, promoting an inclusive and equitable representation of diverse communities in media. This helps to prevent media monopolies and bias and to ensure that the media landscape is rich and diverse, reflecting the interests and experiences of society as a whole.

Various public purposes are served by diverse content. People are interested in various themes; hence, Graber (2003: 147) stated that people should have access to various stories. "Democracies need citizen observers, but not everyone needs to monitor the same thing," she remarked. The news medium needs not to be a full one-course meal to appropriately serve the varied groups of citizens. Additionally, it has been asserted that various sources of information prevent them from influencing public opinion and the media to advance their economic and social goals (Entman, 2008; Gans, 1992).

Teshager and other academics have also made the case that media outlets can produce diverse material anytime they consider the community's diversity. "Diversity of content arises when the media entertains the range of opinions and viewpoints within a society. In addition, presenting a community's diverse cultural and social realities and reporting on its diverse ideas and thinking supports the fundamental principles of citizens' freedom of expression. We can reflect communities' diverse reality in several venues, including mass media institutions (Teshager, 2004, p.11).

Hence, a content-diversified media landscape is important because it allows for more inclusive and equitable representation and helps to counteract the effects of media homogenization and the reinforcement of stereotypes. Scholars have emphasized the importance of diversity in media content for promoting democracy, social justice, cultural exchange, and innovation.

2.6.2. Audience Diversity

The other element of diversity is when there are diversified audiences in a given media institution. These audiences can be diversified regarding various demographic groups in media content and consumption. This includes diversity in color, age, gender, geographical background, ethnic, religion, language, culture, and other factors.

The concept of audience diversity is equally crucial as it helps to understand the preferences, behaviors, and attitudes of different demographic groups towards media content. Understanding the media habits of diverse audiences is important for companies as it helps them tailor content that appeals to specific groups and reaches a wider audience.

In contemporary times, there has been a surge in endeavors to enhance the inclusivity of media portrayal and research into audience demographics. One noteworthy example is the "Diversity in Entertainment" investigation conducted by the Annenberg Inclusion Initiative, which unearthed that, in the year 2019, the principal characters in Hollywood productions were predominantly Caucasian (70%) and male (68%). This examination underscores the pressing need to amplify the presence of underrepresented groups in media content. Another example is the "Audience Diversity and Inclusion" study by Nielsen, which found that multicultural audiences are increasingly driving media consumption, particularly in the US. The study emphasizes the importance of understanding and serving diverse audiences' media needs and preferences.

2.6.3. Geographical Diversity in Media

Geographical diversity refers to the distribution of media outlets across different regions and countries. The media industry has become more globally connected in recent years, with international news organizations and social media platforms reaching audiences worldwide. Despite this increased connectedness, media outlets remain geographically concentrated, with most media ownership and production located in a few developed countries.

Research has shown that media diversity is essential for a healthy democracy and ensuring that a wide range of voices and perspectives are represented in the public discourse. However, media ownership is often concentrated in the hands of a few corporations and wealthy individuals, which can lead to a homogenization of news content and a lack of representation of marginalized groups.

An illustration of geographical variation within the media encompasses publicly funded news entities, including the British Broadcasting Corporation (BBC) and the German broadcaster Deutsche Welle. These organizations strive to offer impartial and all-encompassing news coverage within their nations and globally.

Another example is the growth of alternative media, such as community radio stations, independent news websites, and alternative news networks, which provide a platform for diverse voices and perspectives that may not be represented in mainstream media. For instance, the community radio station Radio Farda in Iran provides independent news and information to listeners and beyond, counterbalancing the state-controlled media.

In summary, although the media sector has witnessed increased connectivity recently, there is an evident requirement for enhanced geographic heterogeneity in media possession and output. This would guarantee a broader array of voices and viewpoints in public dialogue, fostering a more democratic media environment.

2.6.4. Sources Diversity

According to Doyle & Schlesinger, source diversity is the idea that many different types of suppliers exist in the media environment (2012, p.6). According to Gans (2004, p. 128), sources include information providers, people who belong to or represent particular interest groups, and

even more expansive spheres of government and society. These sources include people observed by journalists or interviewed, interviewees who appear on television or are quoted in various media channels, and people who only provide background information or narrative hints (2004, p.80). Williams (2003, p. 115) states that sources are "most events that reporters never witness."

Another scholar Mwaffisi (1994, p.161), also elaborates on sources as the "lifeblood of journalism since without them there would be no news, without news journalism would not exist". Sources and journalists can have important tasks for the nature of news being produced (Campbell, 2004, p.79). EBC also sets news as the main tool and program to play a journalistic role of informing, educating, entertaining, and others. This escalates the media's societal responsibilities on the one hand and the journalist's liberal view of reflecting multiple sources in the news, too.

Turk goes into further detail about the influence of both journalists and sources. From the standpoint of media practice, journalists can choose facts from various sources and events based on their perceived usefulness in producing news that will satisfy organizational criteria (1991, p.212). Additionally, the editorial policy of the FBC expresses extra caution when using electronic media, websites, and press releases as sources, especially for news and current affairs programs. The corporation will avoid being biased by providing information and reports obtained from public relations officers about their institutions. Notably, the content and number of news shall not be subject to the influence of public relations experts (2016, p.173). This fails the company in general and the television medium in particular by failing to balance the news and eliminating user complaints. The editorial stresses the importance of respecting the opinions of all parties or bodies equally in all of the issues it addresses (2016, p.143). It is important to balance the heart and core determinants to examine news media content and other diversity components.

The subject of access and variety is raised in news diversity determinants and balances, which are at the core of the relationships between sources and journalists. In Campbell, Nicola Horlick cites two concepts that link journalists and sources:

Firstly, journalists need sources since they require individuals to talk to accomplish their jobs. Secondly, a variety of people and organizations frequently desire news coverage, or rather, favorable news coverage (Campbell, 2004, p. 80)

According to this viewpoint, journalist-source connections in news programs should focus on coverage and access. According to Ericson et al. (1989, p. 5), coverage is the ability of news organizations to report on people and organizations without having those people or entities have any influence over the content. Conversely, the term "access" describes the sources' role in creating news stories, which results in "favorable depictions" of the sources.

2.7. Consideration of Media representation

According to some scholars, the definition of representation is "The process of making signs and symbols carry specific meanings is known as representation. The signs and symbols that purport to represent or stand in for some part of "reality," such as things, people, groups, places, events, social conventions, cultural identities, and so forth, are what this significant phrase alludes to. These portrayals can be created in any medium and are crucial to social life (Newbold, 2002, p.260).

Media representation may be specifically seen as how the media represent, reflect, filter, and negotiate the real world (Newbold et al., 2002). Scholars assert that concepts like ideology or prejudice frequently describe how the media portrays the world. While media guidelines portray a specific actuality or circumstance, there are several procedures to avoid. Selection, exclusion, and inclusion are these. The writers emphasized those choices regarding which elements of a program or piece of news to emphasize and from whose points of view are made from the beginning of perception. The decision-making process for media selection, which includes decisions about the types of evidence used and the expression style, is influenced by awareness of the limitations of time, resources, money, and creativity. Using this justification, the authors claim that media organizations are dramatic representations of everyday life. In this regard, the media are merely theatrical illustrations of the comparable selection and interpretation processes that our ordinary, non-mediated representations of "reality" are subject to (Newbold et al., 2002, p.31).

As stated by other scholars, Media representation is also the portrayal of individuals or groups of people from diverse backgrounds and experiences, including race, ethnicity, gender, sexual orientation, ability, religion, socio-economic classes, and other dimensions of identity, in all forms of media such as TV shows, news, movies, advertisements, newspapers, magazines and other forms of content creations. Diversity in media aims to accurately reflect our diverse world, challenge biases and stereotypes, and promote equality and understanding among people of different backgrounds. It encompasses the images, roles, and stories depicted and the frequency and context in which they are shown.

The principle of media representation is a fundamental aspect of media studies, as it affects how individuals understand and perceive different groups and can perpetuate harmful stereotypes.

For example, in Hollywood movies, people of color are often underrepresented and portrayed as criminals or supporting characters. Women are frequently shown in stereotypical gender roles and sexualized. These representations can impact how society views and understands these groups, reinforcing negative stereotypes or limiting their perceptions. This issue has been widely discussed and addressed through "diversity and inclusion" programs in media organizations and increased representation of marginalized communities in media content.

Diversity in media has certain principles or dimensions. As cited in (Mauro p 2005, p.138-139), Denis McQuail's (1992) path-breaking book on media activities has mentioned three principles or dimensions of diversity. These are:

Diversity as reflection: McQuail contends that the media should reflect the diversity of culture, viewpoints, and social circumstances. Therefore, the structure or substance of the media system should more or less reflect variances in politics, religion, culture, and social conditions.

Diversity as access: promotes that the media should provide avenues for every member of the society to communicate with other citizens on a larger scale. This idea supports opposing and critical viewpoints crucial for political discussion.

Diversity as more channels and choices for the audience: According to this idea, there is a wealth of information and perspectives available due to the larger range of communication services, styles, and options. It demonstrates the variety of goods that are offered to customers.

2.8. The Principles and Obligations of Journalism to Making News Comprehensive and Proportional

The principle of journalism revolves around the commitment to truth, accuracy, and fairness. Journalists are tasked with the responsibility of providing information that is reliable and unbiased. This principle emphasizes the importance of thorough research, fact-checking, and verification to ensure that the news is based on accurate and credible sources. Additionally, Comprehensiveness and Proportionality in reporting and fair disclosing of public interest issues are essential components of this principle.

2.8.1. The Role of Journalists in Making News More Comprehensive and Proportional to the Audience

Journalists play a critical role in shaping the comprehensiveness and diversity of news coverage. Individual news organizations may have their own specific codes of ethics and guidelines. Several principles guide journalists in achieving these goals, ensuring a more nuanced and inclusive representation of the world. Here are some key principles that journalists should uphold

Diverse Sourcing and Perspectives: Journalists should strive to include a variety of viewpoints on a given issue, representing the diversity of opinions within society (Kovach & Rosenstiel, 2007). This involves seeking out and incorporating voices from different political, cultural, social, and economic backgrounds.

Inclusion of Underrepresented Voices: The inclusion of voices from traditionally marginalized or underrepresented groups is crucial for comprehensive reporting (Wahl-Jorgensen & Hanitzsch, 2009). This principle ensures that the media reflects the full spectrum of experiences within society.

Coverage of a Range of Issues: Journalists should go beyond political topics and cover a broad range of issues impacting society, including culture, science, technology, health, environment and other issues (Tuchman, 1978). This approach contributes to a more holistic understanding of the complexities of the world.

Avoidance of Bias and Stereotyping: To maintain credibility and fairness, journalists must be vigilant in avoiding biases and stereotypes in their reporting (Kovach & Rosenstiel, 2007). This commitment helps in presenting a more accurate and balanced view of events and issues.

Geographic and Global Diversity: News coverage should extend beyond local or national boundaries to include events and issues from various geographic locations, both domestically and internationally (McChesney, 1999). This global perspective broadens the audience's understanding of the interconnectedness of global events.

Inclusive Newsroom Practices: The diversity of newsrooms is essential for ensuring a variety of perspectives in reporting (Wahl-Jorgensen & Hanitzsch, 2009). Inclusive newsroom practices, including diverse hiring, contribute to a newsroom culture that reflects the diversity of the audience and the communities being covered.

Transparency in Editorial Decisions: Maintaining transparency in editorial decisions is crucial for building trust with the audience (Kovach & Rosenstiel, 2007). By providing insight into how stories are selected and framed, news organizations enhance accountability and credibility.

Incorporating these principles into journalistic practices helps create a more comprehensive, diversified, and ethically sound news landscape, fostering a well-informed and engaged public. These principles not only enhance the quality of journalism but also promote a deeper understanding of the diverse perspectives that shape our world. Therefore, Journalists often need to adhere a combination of these principles and obligations to maintain the integrity of their profession and contribute to comprehensive and proportional news coverage.

2.9. Overview of the Ethiopian media landscape from the Media Diversity Context

This brief review aims to highlight the current Ethiopian media landscape, in line with its diversity, Contexts, challenges, and opportunities accompanying the new political dynamics in Ethiopia. The media landscape in Ethiopia is complex and diverse, with a range of media outlets spanning print, broadcast, and online platforms. However, media diversity in Ethiopia faces several challenges due to the country's political environment, historical context, and economic situation.

One of the key issues facing media diversity in Ethiopia is government control and censorship of the media. According to the Reporters Without Borders 2021 World Press Freedom Index,

Ethiopia ranks 101 out of 180 countries, with restrictions on independent journalism, censorship, and harassment of journalists being common.

In 2020, the Ethiopian government shut down the internet for extended periods, making it difficult for citizens to access information and news. Recently, after the Ethiopian Orthodox church rift turned violent, we also observed internet-based social media restrictions in Ethiopia, even during the information age. Subsequently, the country's media industry received much acclaim during the first few months of the reform has lost its spark of promise. Ethiopia's freedom of expression index rank significantly fell to 114th in 2022 from 99th in 2020 (Mulatu, 2022).

Despite the above Ethiopian media circumstance, a study conducted by Mulatu also found a growth in the number of media organizations in Ethiopia. In 2022, there were 117 different public and commercial electronic media. Fifty of these are commercial radio stations and television channels, while 67 are public radio stations. The remaining 78 media outlets, or radio stations, comprise the remaining 39 of the total 117 media outlets, which are television channels. There are 11 state-run newspapers, periodicals, and 18 privately and commercially held print media enterprises. On the other side, there are 56 registered community broadcasters, of which five are TV stations. However, only 33 radio and 2 TV community broadcasters are operational now. In addition, there are 34 officially recognized digital media outlets in Ethiopia.

The finding of the above study also states that the diversity of media types is expanding, and so is the diversity of languages. Sixty-seven languages are currently used to provide content by both public and private media entities. Community broadcasters use 32 languages. Yet, due to their low distribution, print media are only distributed in four languages. The Ethiopian media also employs four foreign languages.

Another challenge to media diversity in Ethiopia is the economic situation. The country's media industry is relatively underdeveloped, and media outlets face financial challenges that limit their ability to produce quality content. This economic situation also limits the diversity of voices in the media, with large media organizations dominating the market and small, independent media outlets struggling to survive.

However, some positive developments in the Ethiopian media landscape emphasize greater diversity. For instance, the rise of social media has given citizens and independent media outlets a platform to share news and information. The growth of the internet has led to a flourishing of online media in Ethiopia, with a range of news websites and social media platforms providing alternative sources of information. However, the Ethiopian government must stop blocking some social media platforms in this digital era. The Ethiopian media landscape is characterized by a high degree of government control, which can limit media diversity and freedom of expression. Additionally, online journalists and bloggers must be free from significant risks, including arrest and detention, to report on sensitive issues or criticize the government so that different perspectives can have equal space in the Ethiopian media landscape.

2.10. Background about the study media house (Fana Broadcasting Corporate)

After the downfall of the Dergue regime, a limited number of broadcast media outlets experienced a revival. Fana Broadcasting Corporate (FBC) emerged as one of the entities that regained operation. As Ethiopia's initial privately-owned radio station, FBC holds the distinction (Tibebu, 2013, p -5).

The Fana Broadcasting Corporate, previously known as Radio Fana, is a media organization that initiated operations in 1994, utilizing antiquated equipment and a restricted workforce. However, it distinguished itself from other entities within the country's broadcast media industry by introducing an innovative approach and a novel style. Over time, it has made significant strides in enhancing its organizational structure and program offerings' quality while effectively tackling various obstacles (fanabc.com, 2023).

According to the data provided on the official website of the corporate, FBC has garnered preference and successfully drawn a larger audience and more partners to its television, radio, and online services. FBC is renowned for its initiatives that focus on improving the Ethiopian people's political and socio-economic well-being and its commitment to community-oriented programs.

This media organization has persistently facilitated transformations in the media culture of the nation through the growth of its functions in education, information dissemination, and

entertainment for the populace. This has been achieved by acquiring and nurturing a proficient and seasoned workforce as well as adopting state-of-the-art technologies. Fana Broadcasting Corporate, which boasts extensive expertise in TV, Radio, and online services and has constructed its own G+11 media complex, is diligently striving to establish itself as one of the prominent media organizations in East Africa.

Fana Broadcasting Corporate has achieved a pioneering status in the historical trajectory of media in the country by establishing a comprehensive High-Definition (HD) studio within its media complex, thereby initiating the transmission of high-definition television. Following a period of trial transmission, it commenced full-scale operations in January 2017, with the inauguration performed by the esteemed former President, Dr. Mulatu Teshome.

Fana Broadcasting Corporate, having acquired the necessary personnel and resources for digital media, which currently holds a position of competence among other mediums, offers a diverse range of media content in three local and one international broadcast language. It works in Amharic, Afan Oromo, Tigrigna, and Arabic languages through its website, Facebook, and Twitter platforms. These materials include visual imagery, video recordings, and audio presentations. In the contemporary era, it attracts an average of over six million viewers weekly.

In addition to its national and Fana FM 98.1 transmission, the radio broadcasting service has successfully established FM stations beyond the confines of the capital city of Addis Ababa in a remarkable manner. These FM stations are situated in 11 regional cities and have been interconnected, furnished with the requisite human resources, and equipped with state-of-the-art radio technologies.

Fana Broadcasting Corporate possesses a total of twelve FM stations that are distributed across the entire nation. These stations offer broadcasting services in various languages: Amharic, Afan Oromo, Afarigna, Somaligan, Tigrigna, Wolaitigna, and Sidamigna. In addition to this, the corporation also provides training and counseling services by establishing its very own training center, which focuses on technology, journalism, and communication. Furthermore, it is worth mentioning that Fana Broadcasting Corporate is staffed by a workforce of

approximately one thousand individuals, all of whom are actively involved in the organization's operations (<http://www.fanabc.com>, accessed in January 2023).

The mainstream media's role in shaping public opinion and disseminating information to the general population has been acknowledged. Nonetheless, there has been growing scrutiny over the variety of news coverage these media establishments offer. The convergence of news content within the mainstream media has raised concerns among media professionals, academics, and the public. This standardization of news content is frequently perceived as a potential hazard to the principles of democracy and diversity.

Therefore, this research aims to assess the diversity of news in Fana TV, one of Ethiopia's leading mainstream media outlets. Specifically, the study focused on the Prime-Time (Fana Zena) News segment that's expected most watched and influential news segment in the channel.

2.11. Diversity in FBC Editorial policy

Assuring a range of opinions and viewpoints in public life has long been one of the main goals of public interest regulation. In the case of the United States, for instance, the Fairness Doctrine, intended to encourage free and open debate, was one of the public interest requirements imposed on the federal communication commission (FCC) onto radio and television broadcasters. The doctrine "stated that broadcasters were expected to cover both viewpoints while covering public matters" (Weiser, 2000, p.12). As a result, media professionals are expected to cover current affairs and convey a range of viewpoints to cater to diversity.

2.8. ብዝሃነት

አድማጭ-ተመልካቾቻችን በብሄር/ ብሄረሰብ፣ በቋንቋ፣ በባህል፣ በአመለካከት፣ በኃይማኖትና በእምነት፣ በዕድሜና በጾታ የተለያዩ እንደመሆናቸው ይህንን እውነታ ከግንዛቤ በማስገባት ልዩነትና ብዝሃነቱን፣ ውበትና አንድነቱን በአግባቡ ለማስተናገድ ጥረት እናደርጋለን።

በዝግጅቶቻችን ብዝሃነትን በተሟላ መልኩ የሚያከብሩ፣ የሚያበረታቱ፣ እርስ በእርስ የሚያስተዋውቁና ህዝባዊ አንድነትን የበለጠ የሚያጠናክሩ ይዘቶችን በትጋት እናቀርባለን።



ፋና ብሮድካስቲንግ ኮርፖሬት

Figure 1: FBC editorial policy about Media Diversity

FBC also ratified and implemented an editorial policy to highly emphasize diversity. As stated in the preamble of FBC editorial policy, one of the core objectives of Fana Broadcasting's corporate editorial policy is to help strengthen the country's multi-party political system and democratic culture by creating an opportunity for different ideas and viewpoints to circulate (FBC editorial policy, 2010, p.8).

As part of the US fairness doctrine, FBC has included many golden principles in its 2010 editorial policy to endorse and enhance diversity in its news and other programs. The contents of the transmissions of FBC shall ensure the equality of Ethiopian languages, gender, ages, cultures, and religions. All shall impartially reflect multi-nationalism and the values of all the country's nations, nationalities, and peoples.

Regarding diversity, as indicated in Fana Broadcasting's corporate editorial policy, the media's listeners and viewers are different in terms of ethnicity/ethnicity, language, culture, viewpoint, religion and belief, age, and gender. In addition, Fana Broadcasting Corporate (FBC)'s editorial policy states that in all media events produced by Fana Broadcasting Corporate (FBC), it will diligently present content that fully respects, encourages, promotes diversity, and further strengthens public unity (FBC editorial policy, 2010, p.13)

2.12. Review of Empirical Studies on Media Content Diversity

Only a few studies have been made on content diversity and media from different perspectives. For instance, an “investigation of content diversity in the Ethiopian media news: the case of Ethiopian news agency” done by Getnet (2018) was one.

Getnet did his research on the Ethiopian News Agency (ENA). So, one difference is the study media platform. We know ENA supplies news, but FBC broadcasts.

Additionally, this study portrays the major and specific discussion themes of content and source diversity of FBC news. In the current study, the Diversity of news coverage, particularly the regional and city administration’s news coverage, news content, a range of news sources, and Diversity of perspectives and viewpoints have been examined in each diverse genre. This study has analyzed data through both qualitative and quantitative research approaches. However, only the quantitative method was applied by Getnet. The theoretical framework and research design instruments are also different. Getnet's study takes 505 sampled news stories. However, in the present study, only 230 news items and ten purposely selected informants were interviewed and analyzed.

Another partially related research was “A study of source consideration and news selection in Ethiopian Television” by Getachewu (2006). Getachew’s research focused only on source usage of ETV. The finding of this study reveals that government sources, in general, were extensively used as the main sources of the news. Even though there is a lack of professional satisfaction, ETV journalists feel more comfortable quoting government officials in their news stories.

There is further related research by Teshager titled “**ህገ መንግስታዊ እሴቶችና የኢትዮጵያ መገናኛ ብዙሃን ይዘቶች ብዙሃነትን ከማንጸባረቅ አንጻር**” "Constitutional values and Ethiopian media contents from the perspective of Diversity reflection" (2004). This study reveals that news source variety is actually what has been seen in practice. This study's conclusion demonstrates that "Many news sources are officials from government and non-governmental organizations, as well as higher-level professionals and investors. However, without a prefix before their name, participants in various political, social, and economic events are less frequently seen in the news (Teshager, 2004, p.24).

Internationally, there is content diversity and media research. Serena Carpenter (2010) researched “A study of content diversity in citizen journalism and online newspaper articles”.

As stated in this research, citizens have access to various ideas, subject matter, and experts thanks to the availability of diverse information. The study used a metric for content variety to assess whether online citizen journalism and newspaper publications were fulfilling this need in the USA. According to quantitative content analysis (n = 962) of online citizen journalism stories, they were more likely to contain information from outside sources, a wider range of topics, and multimedia and interactive elements. The research results indicate that citizen journalism content on the internet broadens the variety of information on the market.

2.13. Theoretical Framework

2.13.1. The Unified Framework of Media Diversity Theory (UFMDT)

The development of the Unified Framework of Media Diversity Theory (UFMDT) can be traced back to the mid-20th century, and the work of numerous scholars and media experts has shaped it. Unfortunately, no single salient person is associated with the Unified Framework of Media Diversity. It's a collective effort by media organizations, regulatory bodies, advocacy groups, and concerned individuals to promote media diversity and ensure that media represents society's diverse perspectives and experiences. This framework represents a policy endeavour implemented by the European Commission to foster media diversity and pluralism within the European Union. Initially unveiled in September 2016, it constitutes a crucial component of the Commission's "Digital Single Market" strategy, which aims to establish a more accessible and interconnected digital market throughout the European Union (EU).

In the 1960s and 1970s, media scholars such as Herbert Gans and Ben Bagdikian began to raise concerns about the concentration of media ownership in the hands of a small number of corporations. They argued that this concentration of ownership led to a decline in media diversity and threatened democratic values such as freedom of expression and citizen empowerment.

Later, in the 1980s and 1990s, the concept of media diversity was further developed by scholars such as Robert McChesney, who argued that media diversity is a matter of the number of owners and the types of content produced by media outlets. McChesney emphasized the importance of

diversity in terms of content ownership and production, as well as the need for diversity in terms of the perspectives and experiences represented in media content.

More recently, scholars have also sought to integrate these different perspectives and theories into a unified framework of media diversity. This has led to the development of the Unified Framework of Media Diversity Theory, which seeks to explain the complex relationships between media, public opinion, and political behavior and identify the key factors influencing media diversity and influence.

Building on the work of these early media scholars, the UFMDT was developed in the early 2000s by a team of international media experts led by Robert McChesney and Tom Nikolov. The UFMDT provides a comprehensive framework for understanding the relationship between media ownership, diversity, and democratic values and is based on the following key components:

Media ownership concentration: The UFMDT argues that media ownership concentration is a key factor in determining the level of media diversity and that media ownership should be distributed as widely as possible to ensure diversity of content and perspectives.

Diversity of content: The UFMDT emphasizes the importance of diversity in the types of content produced by media outlets, including diversity in news, information, and entertainment.

Representation of diverse perspectives: The UFMDT stresses ensuring that media content reflects citizens' diverse perspectives and experiences, including those from marginalized and underrepresented communities.

Democratic values: The UFMDT argues that media diversity is essential for protecting democratic values such as freedom of expression and citizen empowerment and promoting informed public discourse and decision-making.

Since its development, the UFMDT has been widely adopted as a framework for understanding the relationship between media ownership, diversity, and democratic values. It has been used as a basis for research and policy-making and applied in numerous studies of media systems worldwide.

2.13.1.1. Key Elements of Unified Framework of Media Diversity

The Unified Framework of Media Diversity outlines the key elements contributing to a diverse and inclusive media landscape. This framework provides a comprehensive and holistic understanding of media diversity, encompassing the various aspects shaping news content, including the social, economic, and political factors influencing media representation.

Representation: The framework recognizes that representation is crucial for media diversity, as it ensures that different voices and perspectives are reflected in news content. This includes representing diverse communities, such as ethnic and racial minorities, women, people with disabilities, and other marginalized groups.

Ownership: The ownership structure of media organizations significantly impacts news content diversity. The framework highlights the need for a diverse range of media owners to ensure that various perspectives and opinions are represented in the news.

Production: The production process of news content is another key aspect of media diversity. This includes how news is gathered, researched, and reported and the individuals responsible for creating and disseminating the content. A diverse and inclusive production process ensures that different perspectives are considered when creating news content.

Distribution: The framework also recognizes that the distribution of news content plays a crucial role in media diversity. This includes the channels through which news is disseminated, such as television, print, online, and social media, and the reach of these channels.

Audience: The audience of news content is also a critical component of media diversity. The framework acknowledges the importance of understanding diverse groups' needs, preferences, and behaviors in shaping news content.

Regulation: Finally, the framework highlights the role of regulation in promoting media diversity. This includes developing and implementing policies and laws that encourage a diverse and inclusive media landscape and enforcing these policies.

Integrating these key elements, the Unified Framework of Media Diversity provides a comprehensive and interdisciplinary approach to understanding news content diversity in

mainstream media. This framework can be useful for researchers and practitioners interested in exploring the factors that shape the representation of diverse perspectives in the media.

The Unified Framework of Media Diversity theory is an all-encompassing framework that elucidates the correlation between media diversity and the resultant effects it generates. This framework offers a comprehensive and holistic comprehension of media diversity, encompassing the diverse facets that mold news content encompassing the societal, economic, and political elements that influence media portrayal.

The theory is based on several underlying basic assumptions. The availability of a diverse range of media options positively influences the quality of information and reduces information asymmetries (Gillett, 2011). Greater media diversity also increases democratic participation and civic engagement (Delli Carpini & Keeter, 1996). In addition, the diversity of media voices also contributes to the protection of minority rights and the promotion of democratic values (Curran, 2002). The other assumption of this theory is that the media has an important role in shaping public opinion and can influence political decision-making (McCombs & Shaw, 1972).

Furthermore, A diverse media landscape is essential for ensuring media accountability and preventing monopolistic media control (Couldry & Curran, 2003). Moreover, a diverse media environment fosters media literacy and critical thinking skills (Hobbs, 2010). Last but not least, these basic assumptions are that providing diverse media options allows for representing a broad range of perspectives and opinions, including those of marginalized groups (Castells, 2009).

Much research has supported all these assumptions in media and communication studies (Nikolov & McChesney, 2011). In general, the theory is based on the idea that a diverse media landscape is essential for democratic societies, as it enables the flow of information and perspectives from different groups and provides a platform for public discourse and debate.

2.13.1.2. The Applicability of UFMDT in the Ethiopian media context

The Unified Framework of Media Diversity Theory (UFMDT) can be applied to the Ethiopian media context in a number of ways. For example:

Media Access: The theory states that media diversity depends on the availability and accessibility of different sources of information and perspectives. In Ethiopia, media ownership

has been controversial for many years, with the government frequently accused of suppressing independent media and promoting state-owned media. The government has also been accused of restricting the entry of private media into the market, limiting the diversity of media ownership in the country. There have been concerns about media ownership and control, with a small number of individuals and organizations owning most media outlets. This has led to a limited diversity of voices and perspectives in the media (Andargachew, 2019).

The UFMDT framework can be used to analyze the state of media ownership in Ethiopia and assess the impact of government policies on media diversity. The theory argues that a diverse media ownership structure is essential for a democratic society, ensuring that different voices and perspectives are represented in the media. Despite some reforms in Ethiopia, the dominance of state-owned media and the limited entry of private media into the market can threaten media diversity and the democratic process.

Therefore, applying this newly integrated theory in the Ethiopian media context is better to understand the state of media ownership and diversity in the country. As we can read from the basic assumption of this theory, it is possible to conclude that the theory can play an important role in building a diverse and inclusive media landscape in our country. However, it is important to consider Ethiopia's unique cultural, historical, and political context when applying UFMDT. Ethiopia has a diverse population with various linguistic, cultural, and ethnic groups, and the media sector has a crucial role in promoting diversity and inclusiveness. However, the media sector in Ethiopia faces several challenges in fulfilling this role.

Media Representation: Representation refers to the depiction of different groups in the media, including underrepresented groups such as women, minorities, and marginalized communities. In Ethiopia, there is a need to address the underrepresentation of certain groups in the media and to ensure that diverse perspectives are reflected in media content. Furthermore, societal factors, such as cultural norms, traditions, and values, significantly impact Ethiopia's media content diversity. For example, traditional gender roles and beliefs can shape the representation of women in the media. Despite these challenges, media policies and regulatory frameworks can be crucial in promoting media diversity in Ethiopia. For example, implementing policies that promote diversity, such as affirmative action, can help increase the representation of marginalized groups in the media.

Media Pluralism: Pluralism refers to a wide range of perspectives and opinions in the media, reflecting the diversity of views and interests in society. There have been challenges to media pluralism in Ethiopia, including censorship, self-censorship, and media repression. Political factors, such as government censorship, restrictions on media freedom, and the influence of political parties on media content, can also affect media diversity in Ethiopia. In this regard, before PM Abiy Ahmed came to power, the Ethiopian government was accused of suppressing critical voices and limiting freedom of expression in the country, resulting in a lack of diversity in media content.

Additionally, the UFMDT framework can evaluate the effects of emerging technologies, such as the internet and social media, on media ownership and the presence of diverse perspectives in Ethiopia. Social media has granted individuals novel avenues to voice their viewpoints and disseminate knowledge. Yet, it has also introduced fresh obstacles to media ownership and diversity within the nation. To illustrate, the government has faced allegations of impeding internet and social media access, constraining the populace's ability to freely obtain information and express their opinions.

In conclusion, the comprehensive structure of media diversity theory offers a valuable instrument for comprehending the elements that shape media diversity in Ethiopian media. It can be employed within the Ethiopian media context to evaluate the diversity of news content within mainstream media and gain insight into the state of media diversity within the nation. Consequently, within this theoretical framework, the researcher has selected Fana Broadcasting Corporate (FBC), one of Ethiopia's prominent media outlets, as the investigation subject.

CHAPTER THREE

3. Methodology of the study

3.1. Introduction

This chapter discusses the research methodologies employed to access research data and answer the research questions outlined in the first chapter of the study. The major points in the methodology chapter are the research approach, research design, background about the study media house, data sources and data collection tools, sampling techniques, sample size determination, nature of data collection tool of the study, data management, categories of the study, and data analysis techniques. Thus, the next sub-sections elaborate on why these methods of inquiry are selected and how much they are relevant in answering the questions raised by this study.

3.2. Methods of the Research

This study examines FBC's news diversity practice, particularly related to its prime-time news. In terms of method, the quantitative content analytic approach has been employed as the main method while adding a qualitative method of an in-depth interview to it. Using such methods is commonly known as "Triangulation" or "Mixed method".

3. 2.1. Mixed-Methods Research (MMR)

Many scholars in the field of social sciences assert that it is inadequate to examine any significant area of concern solely through a single research approach (Terrell, 2012, p.258). The present investigation has incorporated quantitative and qualitative approaches to examine human behavior and adopted a mixed research methodology. Consequently, employing mixed-methods offers a researcher numerous options in terms of research design, encompassing a variety of sequential and concurrent strategies.

According to Anteneh (2012), Mixed-Methods Research (MMR) is a category of research in which the researcher systematically integrates quantitative and qualitative research tools, methods, approaches, and concepts for richer and broader knowledge. It is a technique whereby the researcher consciously reduces the drawbacks of mono-method research to produce high-quality and transferable findings.

"mixed methods" refers to various approaches in a single research project (Denscombe, 2010). In order to tackle the research problem, the researcher employed mixed methods research due to the belief, as stated by Creswell (2014), that combining qualitative and quantitative approaches leads to a more comprehensive understanding of the research problem compared to either approach on its own. Moreover, Creswell emphasized that data from one approach can serve as a means of verifying the accuracy (validity) of the data from the other approach.

In his PhD dissertation, Anteneh T. also stated that there are several strengths to employing mixed-methods research. Among those strengths, the first one is that combining quantitative and qualitative approaches provides a better understanding of the research problem than either approach alone. Secondly, mixed-methods research provides strengths that offset the weaknesses of both quantitative and qualitative research. Amalgamating these two research designs, by-passes often cited difficulties of mono-method empirical studies (Anteneh, 2012, P. 133).

Therefore, this study, combining data from qualitative (in-depth interview) and quantitative (selected news stories) analysis, has provided a better understanding of the news diversity in the Fana TV prime time news.

3.2.2. Quantitative Research Method

The researcher dominantly used a quantitative research technique since the study's objective is to examine the news diversity of FBC in terms of its regional news coverage, news content diversity, and the variety of its opinions. "Data gathering approaches used in quantitative research produce largely numerical data, which is subsequently evaluated primarily using statistical methods" (Dornyei, 2007, p.19). Content analysis entails counting concepts, words, or occurrences in documents and reporting them in tabular form, according to Cohen and his colleagues' clarification of the quantitative character of the process in 2007.

The term "content analysis" is interpreted differently by different academics. For instance, content analysis can be characterized as the systematic, objective, quantitative examination of message features, according to Neuendorf (2002, p. 17). Academics such as (Dominick & Wimmer, 2011, p.156) define content analysis as investigating and analyzing communication systematically, objectively, and quantitatively to quantify variables. According to Cohen et al.

(2007, p. 475), content analysis summarises and reports written material, including the key ideas and messages contained within the data.

The applicable phenomena in this study help to explain the quantitative analysis, which is the dominant approach of this study. Determine the quantity or amount of anything to conduct quantitative research (Kothari, 2004, p.3). A quantitative research study is utilized within a population to identify the relationship between one thing (an independent variable) and another (a dependent or outcome variable) (Galoozis 2021, p.1). Quantitative research methods focus on evaluating and quantifying factors to get results. It involves using statistical methods to examine numerical data and provide answers to queries like "who," "how much," "what," "where," "when," "how many," and "how" (Apuke 2017, p.41).

The current study has used the numerical quantities of 230 news stories to know the state's source multiplicity, geographical inclusivity, and topic diversity assertions in the media. The study has quantitatively analyzed the numerical values of news in terms of content, source, and geographical diversity data in line with the informants' interviews.

3.2.3. Qualitative Research Method

This study has also used a qualitative content analysis approach, including in-depth interviews with ten Fana TV newsroom staff. This qualitative method allows for in-depth information on media practitioners' reflections on their perceptions and practices of diverse news content production and how that affects the culture of diversity practices in their media house.

In a qualitative study, the researcher gathered data through in-depth interviews with selected newsroom staff members working in FBC (including news producers, editors, and journalists). The researcher also used other related documents and critically examined relevant themes of news diversity during the analysis of the study.

The interviews were conducted using a structured guide designed to elicit information about the newsroom decision-making processes, the sources used, the topics covered, and the perspectives represented in the FBC news. Conducting this interview was helpful to the researcher to gain insight into the factors that influence the representation of news diversity in the study media house. Another reason to employ the Qualitative research method is to examine textual news data with the study's concrete major and specific themes.

3.3. Research Design

According to Kothari (2004), the research design facilitates the efficient production of sufficient data and findings from the study. Describing and analyzing data have been employed in this study. "Descriptive" and "analytic" methods will pinpoint and explain the study's goals. The sample will be analyzed numerically and qualitatively using these designs, which gather measurable data. To adequately explain the research problem, descriptive research is more explanatory. This study addresses the who, what, when, where, and how questions to find the appropriate answers.

The descriptive-analysis technique of research analyzes a topic in depth, in this case, by breaking it down into two or more pieces. This study has also split agricultural, Economic, social, political, cultural, and other elements, public and governmental information sources, and specific actors.

Another division to meet the descriptive-analysis design will be the diversity of geographical news coverage and the range of news sources. In this study, the geographical news coverage has separated into thirteen areas of the nation, which means two city administrations (Addis Ababa & Dire Dawa) and eleven regional states (namely, Afar, Amhara, Benshangul Gumuz, Gambela, Harare, Oromia, Sidama, Somalia, South West Ethiopia, SNNP, and Tigray).

As stated before, the research used a mixed research methodology. A descriptive and analytical research design has been employed to critically evaluate the 'Fana Zena' TV news diversity standing from the previous parameters.

3.4. Data Collection Tools

In-depth interviews, documents, and content analysis have served as the principal data collection instruments employed in this research endeavor. Ultimately, the amassed data underwent comprehensive analysis via thematic analysis, thereby facilitating the identification of discernible patterns and themes within the data. The in-depth interview has looked into more details. As tools for data collection, in-depth interviews with key informants were the other data sources used. The best conditions for in-depth interviews are those where the researcher wants to ask open-ended questions and get detailed answers from a few participants. The researcher has employed this purposive sampling to get in-depth knowledge about the subject from the relevant information source.

As defined by Kvale (1996), in-depth interviews are a qualitative research technique that entails conducting lengthy individual interviews with a few respondents to learn their opinions on a certain concept, plan, or circumstance. Kvale (1996) adds that in-depth qualitative interviews are crucial as effective strategies for acquiring qualitative data. They employ an open-ended, inquiry-focused technique that enables the interviewer to thoroughly investigate the respondent's feelings and perspectives. It aids in gathering thorough background knowledge that can assist in framing additional questions pertaining to the subject.

3.5. Data Sources

Both primary and secondary data sources have been utilized as instruments for data collected.

3.5.1. Primary Sources

Primary data sources are those that the researcher has personally gathered. As long as the information was acquired to answer a specific study issue, it frequently is impartial, trustworthy, and legitimate. Compared to secondary data, it is accurate. An information source that has not received significant review before being incorporated or admitted into the appraisal needs is a primary source (Kothari, 2004, p.96). Thus, primary sources allow the researcher to obtain information from "the source" and raise dependability. In descriptive research, there are many ways to collect primary data. The following are a few of the most crucial ones: observation, interview, surveys, schedules, alternative techniques, including warranty cards, distributor audits, pantry audits, consumer panels, and using mechanical devices through projective techniques; depth interviews, news film footage, and content analysis.

In this study analysis technique, the researcher has used primary data gathered from selected informants of FBC journalists. Furthermore, the researcher has collected two hundred thirty (230) news items broadcasted on the Fana television from September 1, 2015, E.C. to February 30, 2015, EC.

3.5.2. Secondary Sources

Information already public, i.e., information already gathered and assessed by another party, is secondary data (Kumar) (2011, p.154). Therefore, published resources such as books, articles, reports, corporate archive materials, the FDRE constitutions, and media reports have been employed as published secondary sources of data.

The corporates' website and official YouTube channel have been used as secondary sources to find this study's required number of news samples. Those documents related to Fana TV prime-time news broadcasted in the last six months were used for analysis. The researcher needs to see the levels of the frequencies indicated in the news reports to answer the study questions. According to Kumar (2011, p. 154), media stories published in newspapers, magazines, online, and other media outlets can be used as a secondary source of data-gathering tools.

Thus, the researcher has used broadcast news stories from FBC in the time frame mentioned. The study includes Fana Zena TV news articles on the corporate website/ Archive. Out of all the news stories that FBC broadcasts starting on September 1, 2015, E.C., and ending on February 30, 2015, E.C., the researcher has collected 230 sample TV news stories. The study sample includes any Fana Zena news items discovered on the website during the study period through a simple random sampling method.

3.6. Sampling Techniques

The researcher has chosen a representative news story from the corporate's digital archive. Out of all Fana TV prime time news stories broadcasted from September 1/2015 EC, to February 30/2015 EC; the researcher has chosen 230 news stories for the content analysis purpose. In selecting sample TV news stories from the total number of 900 news stories disseminated via Fana TV during the study period, the researcher was assisted by the Systematic Random Sampling (SRS) technique. This method (SRS) assisted the researcher in choosing his sample news pieces, compiled by the corporate between September 1, 2015, and February 30, 2015, EC. According to SRS, "the researcher takes every n-th individual from the population (in this study setting, news items) until a desired sample size is acquired" (Creswell, 2012p.143).

Using this method, 230 TV news stories have been selected as a sample for the study out of the total number of stories broadcasted over six months. Because the news stories gathered over the previous six months can demonstrate how the FBC treats diversity in terms of its geographic coverage, diversity of topics, and variety of news sources and perspectives. Thus, from Meskerem 1/2015 E.C. (September 11/2022) on Sunday, sample news was collected within six months until Thursday, Yekatit 30/2015 E.C. (March 9 / 2023).

3.6.1. Sample Size Determination

The "Fana Zena" news package program is broadcast daily from 6:00 AM to 6:30 AM on Fana Television to its national and international audiences. Every "Fana Zena" program presents an average of eight single news items. Therefore, according to the Systematic Random Sampling Method, the researcher planned to take all the news presented in one "Fana Zena" news package every seven days to get enough samples for the study (our size of n is equal to seven here). Based on the SRS, it is possible to choose about five news packages in one month; 30 packages can be collected in 6 months. This means that when we take an average of eight single news items in each prime-time news package, the total number of news items becomes 240.

Regarding the interview questions, purposive sampling has been employed to select media practitioners participating in news production, editing, and newsgathering. Purposive sampling is a method for choosing interviewees with lots of information frequently used in qualitative research. Choosing persons or groups with expertise in the studied issue includes doing this (Creswell, 2013). Accordingly, ten (10) media practitioners (Including reporters, editors, and members of the editorial conference) have been selected as key informants for the study. In this interview of the study, the role and experience of these informants have been considered.

3.7. The Nature of Content Analysis and In-depth-Interview

As discussed above, data for the research were gathered using both content analysis and in-depth interviews. As many scholars clearly pointed out it, content analysis is fundamentally a quantitative method employed in examining the assortment of news content. A multitude of scholars have put forth divergent interpretations of content analysis. To illustrate, (Kothari, 2004, p. 110) elucidates that content analysis encompasses the data present in all written or spoken sources and the data found in documentary materials such as books, magazines, and newspapers. Furthermore, Kothari characterizes it as a measurement predicated on proportion.

According to Bell (2001), content analysis is an empirical and objective method for quantifying recorded news using trustworthy, precisely defined categories. The researchers explain that topics including frequency, duration, priority, and news content categories are addressed through content analysis. Content analysis is also described by Cohen et al. (2007, p. 475) as the process of summarizing and reporting written data, as well as the primary contents of the data and their

messages. Hence, this investigation examined 230 TV news items and interviewed ten informants.

Coming to In-depth Interview Interviews are methods for gathering data in qualitative research that give researchers access to participants' experiences, viewpoints, and beliefs regarding particular phenomena of interest. Comparatively speaking, interviews have a better level of validity than surveys or content analysis. The researcher and participants can agree on what the study wants to measure using the interview approach, increasing the study's internal validity. In-depth interviews are qualitative research that enables a researcher to explore a situation more thoroughly (Creswell, 2013). In qualitative research, one-on-one interviews are the most popular method of gathering data.

Keeping this in mind, the information obtained from the in-depth interviews has been organized into various thematic categories to respond to the study questions mentioned in the first chapter. The significant points of disagreement between interviews and major points of agreement between interviews have presented the study's main results. Additionally, analysis of documents (like the FBC editorial policy and news manual), contents, and interviews, in general, were the techniques used in this study.

3.8. Data Management

The entire sample of news articles has been administered according to their allocated categories. Each and every one of the sample news articles is first arranged according to their distinct regions. For instance, Afar is where any news item relating to the Afar region is filed.

Likewise, any news story that includes information about the Amhara region is listed under that area. According to their various reporting specialties and problem affinity, all the gathered news items are managed this way. Following the same step, the news were counted their frequency of occurrences upon assigning the news pieces in this manner.

After observing all the sample news stories, the frequency of the news' happenings was determined and regulated. The researcher first made a table with the names of the news articles listed underneath it. The researcher then classified the news pieces into content types based on the issues and themes they addressed. In this instance, the news contents have each given separate rows and columns. Other numbers were given for the other news content to simplify

data management. Like the processes used for geography and content analysis, news source types and the number of sources per news item have also been monitored and counted. **In order to make all the categories clear, operational definitions are given for each of the categories at the beginning of the thesis.**

3.9. Categories of the Study

The TV news story frequencies have been calculated once the data is divided into many categories. Based on the goals of the research, these categories have been developed. Categories connected to each topic were formed for the research analysis because the study attempted to investigate the diversity of the news stories regarding geographical coverage, news themes, types of news sources, and number of news sources. The researcher has constructed the following categories to assess the sample news stories gathered chronologically. These characteristics include **regional coverage, Diversity of news content coverage, number of sources per news item, variety of news source kinds, and Diversity of viewpoints and ideas.**

3.10. Data Analysis Techniques

As it has been said in the previous sections, content analysis and in-depth interviews have been used to gather data for the study. Statistical analysis has been done on the 230 TV news pieces gathered. The process then involved categorizing all the sample news items once acquired.

This study's data presentation and analysis techniques have used a quantitative and a qualitative research methodology to examine how the FBC covers news in various geographic areas, the diversity of its topics, and the inclusion of diverse viewpoints. "In the quantitative content analysis, the data analysis process often comprises statistical techniques, instruments that summarize data so that patterns may be effectively revealed" (Riffe et al., 2005, p.177).

Next, the data was organized into a table by the researcher. The data entered into the table have been summarized according to their frequency of occurrence. Certain frequencies that can be seen in the table were interpreted according to their hierarchy of occurrences. The findings have been presented using descriptive statistics. Both frequency and percentages are used. In order to try to answer the research questions, the data collected from the interviews is presented under various theme areas. Therefore, key conclusions and recommendations were offered, including significant points of agreement between interviews and points of significant difference.

CHAPTER FOUR

4. Presentation of Data, Analysis, and Discussion

4.1. Introduction

Examining the diversity of news presented on Fana Television's prime-time news has been the main goal of this study. By doing this, the study aimed to identify the main themes and information sources in Fana Television news programs. The study also attempts to comprehend Fana TV's capacity for implementing news diversity in its prime-time news from the viewpoints of heterogeneous contents, geographical scenarios, variety of news sources per chosen news item, and the entertainment of diverse ideas.

When considering the aforementioned diversity issues, it is essential to consider the position and work experience journalists have because these could impact the availability of diverse news on Fana TV.

The study's primary technique was numerical content analysis. Another method to analyze the study involved conducting in-depth interviews with ten informants from Fana TV. To shield them from any type of retaliation that might have come from responding to this study, the researcher preferred to provide key informants with numbers.

According to the goals and conclusions drawn from the study, findings from both content analysis and in-depth interviews are presented and analyzed concurrently in this chapter. The main sources of the news, commonly reported topics in the news, the number of sources in each news item, the geographic news coverage on Fana Television, and the degree of entertaining a variety of opinions in Fana TV news stories are themes covered in this Chapter.

Over the last six months of 2015 E.C., Fana TV has broadcasted about 900 news items. The researcher has selected 230 representative samples of news articles gathered during the study period from the whole population. As a result, in the sections of this chapter, the 230 news pieces covered by the Corporate are presented and analyzed using the categories made specifically for the analysis of each data.

The researcher then tried to include key informants' viewpoints regarding news diversity and the news story the study media house broadcasted. These sample news stories, provided at the chapter's conclusion with information on the sorts of geographic coverage, the different sources used, and the number of sources used per news item, demonstrated how the FBC addresses challenges related to diversity of opinion in the News.

4.2. The Number of News Covered in Each Regional State

Table 1: Geographical News Coverage of Fana TV

No	Regions & City administrations	Frequency of news	Percent
1.	Addis Ababa	148	64.35
2.	Afar	1	0.435
3.	Amhara	19	8.26
4.	Benshangul Gumuz	5	2.18
5.	Dire Dawa	4	1.74
6.	Gambella	1	0.435
7.	Harare	0	0
8.	Oromia	24	10.435
9.	Sidama	5	2.18
10.	SNNP	6	2.6
11.	Somali	1	0.435
12.	Southwest Ethiopia	1	0.435
13.	Tigray	6	2.6
14.	More than one region	9	3.915
	Total	230	100.00%

Source: the researcher's data collected during the study period

The regional news reports from the FBC during the study's periods are shown in the table above. When news stories are produced outside of the regions in this situation, the stories are counted based on the topics of the reports rather than the events' location. As seen from the table, 230 TV

news items are displayed, all drawn from the list of chosen news stories. The city of Addis Ababa is the source of 148 news articles, or 64.35 percent, of the total 230 news items.

Concerning regions, Oromia is the second region in Ethiopia that receives extensive coverage from the company after the Addis Ababa city administration. 10.435 percent of the region's coverage for the corporate's 24 news it produces comes from the region.

The third largest news report is from the country's Amhara region. From this region, 19 of the 230 news items were gathered. These news items comprise 8.26% of all the news stories reported during the study period.

Also, '**More than one regional state**' news items are listed in the fourth level of this table, which lists regional news items. These kinds of news stories simultaneously touch two or more regions of the nation. Out of 230 total news items gathered by the researcher, nine news productions were broadcast at FBC about such areas. 3.915 percent of the general news coverage consisted of these areas.

Next to Addis Ababa and the above two regional states, the Tigray region and Southern Nation Nationalities People (SNNP) regions are the fifth covered regions of FBC. Of the 230 news items collected during the study period, 12 (5.22%) were from Tigray and SNNP regions. These two regions share six news items equally. The individual news coverage of these two regions is equivalent to 2.6 percent of FBC's news stories in the study period.

Next to these regions, the other under-mentioned regions, such as Benshangul Gumuz and Sidama, get approximately 2 percent of the total news coverage. In each of these two regions, 5 (2.18%) news were covered.

The above table also showed that Dire Dawa is the seventh least covered city administration among the county's eleven listed regions, and the other city administration is Addis Ababa. The city Administration has four news items coverage out of the 230 news produced by the corporate during the study timetable. And it consists of 1.74 percent of the whole news items.

Finally, Afar, Gambella, Somali, and the Southwest Ethiopia regions have one news item for each of the 230 general news items gathered by FBC during the study interval. Their coverage was only 0.435 percent for each out of the 100 percent news produced by the corporate.

The Harare region is the least covered region of the nation, as the table mentioned above made clear to everyone who looked at it. Out of the 230 news items generally provided by this region, no news has been produced by the Fana Broadcasting corporate. Hence, out of the 100 percent of news gathered throughout the study period from across the county, the region's share was 0%.

Chang stated that a country's media institutions' coverage may vary depending on their strength and authority in the eyes of the international community. "The nations of the world are not all created equally. Small peripheral states go mostly unreported by American news media, even though most powerful core nations do so often. The lack of balance in the coverage of the world's many geographic regions is revealed by research on foreign news coverage by U.S. network television news programmes (Chang as cited in Wanta et al., 2004, p. 3).

When we compared the gap between Addis Abeba, the location that receives the greatest coverage, and Harare, which receives the least coverage, it is 148 news items or 64.35 percent.

Keeble (2005) claims that impact, unusualness, controversy, proximity, unexpected happenings, talking points, and newness are the only reasons media outlets rush to cover and broadcast an event. Along with these newsworthy factors, Shoemaker & Reese (1996) also found that economic and political clout, accessibility, the nature of the news event, and the location of media organizations are among the factors that affect news coverage and source preference.

With all of these details in mind, one may say that the news coverage in these different parts of the country is uneven. The table shows that the coverage gap between the Oromia, Amhara, Southern Nations, Tigray region, Benshangul Gumz, and Sidama gradually narrowed. However, the gap immediately appears when it enters the Harare region. The statistics in the table make it evident that while certain locations are underrepresented in the news, others are overrepresented. Even without considering Addis Abeba, the disparity between Oromia and Benshangul Gumuz may indicate that some regions are overrepresented while others are underrepresented. As can be observed from the study's literature section, experts contend that news organizations need to cover every region of a nation. As a result, given what the literature has to say and what the table shows, it is possible to conclude that the news coverage is inconsistent because the proportional news coverage seen in the table above is not present.

Coming to the interview part of the study, the idea of informants strengthens the reality that the above table delivers. Fana TV did not give proportional news coverage for all regions in the country during the sampled period. The journalists mostly agree that the news was not reported in a way that preserves geographic diversity. They mentioned that various reasons for this happened.

Informant 4 (Editor): The first reason for not reporting diversified news is the geography of our country. This means that the distance from one place to another corner of the nation makes gathering news from each place very difficult.

Another is the limited capacity of media institutions. The budget issue of the institutions itself is an additional challenge to making news in person outside of Addis Ababa. This is because it requires resources such as a car, driver, cameraman, etc., to travel to the remote areas of the capital to make news.

The third reason is the lack of a culture of easy disclosure of information in our country. It can be mentioned that even the intellectuals, who we say know a lot, are not interested in presenting their ideas in the media.

The fourth reason is that large institutions, such as universities in different parts of the country, cannot go beyond what is inside their buildings and do work that helps the media institutions.

Informant 3 (Asst. Producer): from a geographical point of view, most of the news we cover are events that focus on Addis Ababa and its surroundings. This happens because Addis Ababa is the country's capital, and our head office is the capital. Fana's editorial policy is always open to accommodate diversity.

Moreover, it is understandable from the data presented in the above table that proximity greatly influences the geographical news diversity of Fana television prime-time news. The more proximate to the capital city of Ethiopia gets much news coverage in the geographical scenario.

4.3. Type of News Contents Covered During the Study Period

Table 2: News Contents Reported in Fana Broadcasting Corporate over six months

Number	News Content	Frequency of News by theme	Percent
1.	Political issues	76	33.05
2.	Economic issues	64	27.83
3.	Social	19	8.26
4.	Education	14	6.10
5.	Historical events	14	6.10
6.	Health	12	5.22
7.	Technology & Science	9	3.92
8.	Religious	6	2.60
9.	Both Religious & Cultural	6	2.60
10.	Environment	6	2.60
11.	Justice	4	1.74
	Total	230	100.00%

Source: The data in the above table is obtained by the researcher from the collected news items.

The table above provides an overview of the subject matter covered by FBC in their news items. To prevent any overlap in content, the researcher made a concerted effort to thoroughly examine the entirety of each story. Additionally, comprehensive explanations have been provided for the analysis's content category.

The table effectively illustrates that most news items pertain to **political issues**. Within the political content category, the news stories cover a wide range of topics, including the war takes place in Northern Ethiopia, diplomatic relations, peace and negotiations, official national and international visits, bilateral and multilateral cooperation agreements, diaspora politics, political peace and security, good governance, different official reports and memorial days like the attack of Ethiopian Northern commands by TPLF on 4th of November 2020. Other political content such as national dialogue, political messages, current affairs, political stability, demilitarization, conferences, and many more news stories related to politics were covered. Out of the total 230

news stories produced during this study, the news Corporate has specifically collected 76 news items that address political issues, accounting for 33.05 percent of the overall news coverage.

On the other hand, **the Economic sector** emerges as the second-largest coverage area. The news content about the economy encompasses agriculture (including urban agriculture), Trade (import-export), mining, project news such as bank and Infrastructure activities, workshops on various farming products, Investment, customs and revenue, tax collection, harvesting, market inflation and other related matters that fall within the corporate's scope. FBC has produced 64 news items in this sector out of the 230 news stories compiled by the Corporate during the study period, corresponding to 27.83 percent of the total news stories.

Furthermore, news related to the **social affair** garners FBC's third largest share of coverage. Within the social news content, topics such as public visiting of some areas for enjoyment, supply of humanitarian support for communities affected by war, engaging in volunteer service, making cities comfortable for the residents, helping the needy people, the norms and values of the community to bring common peace and other related news stories are included. In this context, the corporate has generated 19 news items about social issues, accounting for 8.26 percent of the total news stories.

Regarding Education news content, the agency has created 14 items, accounting for 6.1 percent of 230 news stories. Within the education sector, news stories of any educational level are presented. Among others, the teaching-learning processes, University-Industry linkage, educational conferences, University Entrance and Exit Exams, University Autonomy, Education Curriculums, visiting and reconstruction of schools that were destroyed by war, and the like are some of the news contents focused on the education sector.

Equally with the education sector, the other fourth largest coverage is dedicated to Historical news. The Fana Broadcasting corporate has produced 14 historical news items, which amount to 6.1 percent of the total news stories collected during the study period. This historical news content mainly encompasses the great victory of Ethiopians at the battle of Adwa and the Women's Day.

The fifth-largest amount of news story coverage is **the health sector**. The news corporate has created 12 news items, accounting for 5.22 percent of the total 230 news stories. This content

category incorporates the Quality and Accessibility of health services, updated information about HIV/AIDS and COVID-19, vaccination campaigns, awareness creation about the transmission and prevention method of diseases, service improvement in hospitals and health care centers, and other related stories.

Science and Technology issues are the main focus on the sixth level, with nine news items produced in this area. The Science and Technology news content includes stories about the announcement of new Technology products, internet diplomacy and internet conferences, educational technology, service digitalization of different sectors, and related topics, accounting for 3.92 percent of the entire news coverage.

Religious topics account for 2.6 percent of the news stories, with the corporation producing six news items in this category. This content includes news items related to religion only. Fortunately, the Epiphany celebration was the only religious event covered in the study period by FBC. This category includes stories about the colorful celebration of the Epiphany, hospitality, Tourist attractions, Best Wishes to the Epiphany, and other forms of Religious content.

Both Religious and Cultural news content also share 2.6 percent of the total 230 news stories. This category incorporates news content that touches both **religion** and **culture** simultaneously. Of course, there are debates on whether Irreechaa is a religious or cultural celebration. However, many social anthropology scholars, like Dr. Gemechu Megersa, believe and have scholarly mentioned that it is both Oromo's religious and cultural identities. Like the Ethiopian Epiphany in religious stories, Irreechaa was the only religious and Cultural occasion covered by Fana Television. Under this news content category, news stories such as the preparation of police forces to secure the Irreechaa celebration, discussion forums on Irreechaa, the religious, socio-cultural, and economic significance of Irreechaa, the ways that this religious and Cultural ceremony can be preserved, and other related issues were mentioned. Irreechaa accounts for six of the news items collected by the researcher.

Like other sectors, the environmental concern is receiving substantial attention from the country. However, it is noteworthy that this part only constitutes 2.6 percent of the entire collection of news stories in the study sample. Within the environmental content category, news articles mainly focus on climate change, green legacy, drought and flood risks, and other environmental

matters. Surprisingly, the Fana Broadcast Corporate has generated six environmental news items out of 230 news stories.

Conversely, the FBC pays minimal attention to news reports concerning the **justice sector**. Under the justice category, news stories primarily revolve around crime, corruption, transitional justice, law and order, and other court-related matters. Given that this topic is highly debated at the national and regional state levels, it is fair to conclude that the Corporate dedicates limited consideration to this issue. As we can see in the above table, the news coverage of the justice sector is the least on the list. It shares only 1.74 of the entire news coverage. This accounts for only four single news items.

The interviewees have also explained diversity in a news media context and clarified why they fail to report such news content.

Informant 3 (Assistant producer): First, disseminating news that preserves diversity benefits the media by creating influence and loyalty among the listeners and viewers. In the future, for the media to be better accepted in this regard, instead of copying small ideas from Facebook, YouTube, and TikTok, they are expected to do a strong job of being informative for these platforms. Otherwise, it will be difficult for them to gain the right public trust.

But, all journalists must be free and secure to plan news around diversity first. In a country where politics is unstable, and there is no safe peace, it is very difficult for journalists to produce news as he/she planned.

But separating the media and politics would be great in a context other than this. Scholars should be willing to give free thought without hesitation. Journalists also should have to update their professional skills more than ever.

Besides, I don't believe that a reporter needs to go everywhere in person to make news about different issues. One thing that we must not forget is that the current issue of our country is putting a lot of pressure on our day-to-day activities.

Informant 4 (Editor): When we make news, we tend to lean only towards the idea we have come up with. Of course, some ideas should be open to discussion if there is a

chance that we can benefit from their differences; there is a bias towards sources that reinforce the idea we want. As a solution to this, even if we have difficulty disseminating different opinions in one short news story, I think it is possible to present two different news stories in a row by looking at the issues separately.

Like the geographical news coverage we have seen before, Fana television lacks proportional reports in a content diversity context. Beyond the informants, this is the fact that the above table depicts.

4.4. Number of Sources per News

Table 3: Number of sources in Fana TV News Stories

No.	Number of sources per news	Frequency of sources per news	Percent
1.	No source	3	1.3
2.	One source	157	68.26
3.	Two sources	32	13.9
4.	Three sources	22	9.57
5.	Four sources	8	3.5
6.	Five sources	6	2.6
7.	Six sources	1	0.435
8.	More than six sources	1	0.435
	Total	230	100%

Source: the data collected by the researcher himself

The data presented above illustrates the figures from the Fana Broadcasting Corporate concerning the number of sources for each news item. The sources in the table were selected from the general news items collected from the Corporate during the specified study period. Consequently, all the source counts have been derived based on the comprehensive sample of 230 news items.

Even in the absence of an absolute formula for determining the appropriate number of sources for a single news story, scholars in the field of media argued that a greater number of informants leads to a more balanced and diverse narrative. According to Farber (2009, p.14), a news story

solely produced by an individual cannot be classified as authentic news. This notion is supported by the following statement from Farber (2009, p.14): "The duty of a journalist is to interpret the world for the reader. Suppose an interview is conducted with only one person. In that case, it results in a single source story, which does not meet the standards of journalism."

Regardless of the subject, media organizations are advised to incorporate multiple sources in their news stories. The Reuter's Handbook of Journalism (2009) emphasizes the importance of cross-checking information. It states that having two or more sources is superior to relying on a single source.

The argument put forth by scholars rests upon the perspectives of accuracy, the balancing of facts, and the entertaining of different opinions. The importance of accuracy in the journalist's story and the credibility of the news cannot be denied; therefore, their news story must have support from multiple sources. Multiple sources serve as a means to verify information.

Farber (2009) vividly stated that single-sourced stories are not impartial or equitable. Hence, mass media institutions should not simply broadcast or publish information as facts solely based on someone's statement. Stories often have two or more sides. Furthermore, media scholars contended that multiple sources benefit all media audiences as they provide various opinions, enabling a comprehensive understanding of the topic being discussed.

Based on the consulted literature above and the information in the table, it may be argued that FBC does not utilize multiple news sources in its news stories. Of the 230 news items collected by the FBC during the study period, a significant number of news stories were sourced from a single informant. Specifically, out of the total 230 news items, 157, accounting for 68.26 percent, were produced using only one source.

Therefore, considering the aforementioned scholar's argument, it can be inferred that the news stories produced by the study media house may lack fair and balanced coverage. Additionally, Fana Television may not adequately incorporate diverse opinions and perspectives unless news stories include multiple sources.

Although there are instances where news stories are produced using two or more sources, concerns remain regarding the diversity of opinions and views expressed by the corporate. For

example, in some cases, certain interviewees seem to be present solely to support or provide a testimonial about the story's subject matter. Of the entire collection of 230 news items gathered by Fana, 22 news items, equivalent to 9.57 percent of the total news stories, utilized three informants per news. Moving to the next number of news sources, Fana TV produced eight news items, accounting for 3.5 percent of the total, employing four sources per news.

Even though including two or three news sources in a news story is beneficial, diverse views and opinions are crucial for achieving balance. Merely increasing the number of news sources may not guarantee a balanced story. Among the total news stories, 13.9 percent consisted of 32 news items that were collected from two news sources each.

However, 1.3 percent of the total news items, equivalent to 3 news items, did not have any sources attributed to them. When we say "no news sources," we mean that these news items did not provide any information about the source of the information presented. These three news stories lacked clear identification of the individuals responsible for their factual origins, leaving the audience uninformed about the exact origin of the news, whether they were reading it in newspapers, listening on the radio, or watching it on television.

Out of the total 230 news items, 2.6 percent, or six news items, were reported based on five interviews per news item. Only one news item was produced with six informants. It covers 0.435 percent of the collected Fana TV news. The remaining 0.435 percent, or one news item, also relied on more than six news sources.

In the discourse of the literature review discussion in Chapter Two, we have observed the significance and fundamental principles associated with the diversification of media, which contribute to fostering a wide range of information sources or content providers. This idea is also evident in the variety of sources at a structural level.

According to Farber (2009, p.14), a news story solely produced by an individual cannot be classified as such. If only one person has been interviewed, it constitutes a story from a single source, which does not fall under the realm of journalism (Farber, 2009, p.14). Regardless of the subject matter, media institutions are advised to incorporate multiple sources in their news stories. As mentioned in Reuter's Handbook of journalism (2009), "Verify information whenever possible, as two or more sources are preferable to one."

Most of the informants were uncertain about the presence of various numbers of sources in each news item they produced for Fana Television.

Informant 4 (Editor): It will be mandatory to find and speak to the correct source of information for the news topic you are covering. However, it is necessary to give due opportunity to all members of society in social matters owned by the people. In doing so, I believe that men and women, children and the elderly, and religious leaders of different religions should be included in the subject matter. However, this issue does not seem to work at the required level.

When I produce news, I choose my sources. Because news is a short period of time, we can access information in a few minutes. That said, it also depends on the topic you cover in the news. For example, some topics do and do not require expert analysis. For example, audit news is one issue that needs expert opinion. You cannot talk to anyone other than an auditor and make news about an audit. Therefore, you must choose sources of information that can provide an adequate response. This is not to say that there are no news topics on which a member of any society is asked to give their opinion. Making news by talking to anyone in the market or on the street is also possible, referring to common issues such as inflation.

Informant 3 (Asst. Producer): Your subject matter forces you to choose your news sources. For example, you may need to talk to academics at a university. However, if some of the information sources that you have included in your plan are not available to you or if they are unable to provide the information according to your appointment due to various problems, there is a chance that the news will work even if only the remaining information sources are used. As our institution, we mostly work using two sources of information. If we are in dire need of a source, we can do just one person.

To focus on diversity issues, I don't think the journalist's commitment is enough. I believe the media should take a position as an institution and work on it.

Informant 2 (Senior Producer): The number of sources of information included in a news item depends on the news item. For example, suppose the news has a complex case that must be balanced. In that case, it may be necessary to use 3 or 4 sources of

information. Sometimes, if the matter needs a detailed analysis and I find it sufficient, only an expert's opinion may be enough. It is possible to work by including the ideas of two scholars with different ideas on the same topic. We usually, if not always, use 3-4 sources for news on topics outside of this. However, there are times when it is necessary to deal with 5-6 people as sources of information based on our airtime schedule if the news is about a complaint. Therefore, depending on the subject of the news, we can make news using at least one news source.

4.5. Types of News Sources in the Fana Broadcasting Corporate

Table 4: Type of News Sources /Newsmakers in FBC

No.	Source	Frequency of source type	Percent
1.	PR Personnel	4	1.74
2.	Political Official	114	49.57
3.	University Scholars	12	5.22
4.	Ordinary individuals	9	3.9
5.	Religious fathers	4	1.74
6.	Unattributed	3	1.3
7.	Political Official & PR Practitioners	0	0
8.	Official & Ordinary	20	8.7
9.	Official, PR & Ordinary	0	0
10.	Official & Expert	3	1.3
11.	PR & Ordinary	0	0
12.	Expert & Ordinary	1	0.43
13.	Expert, Official & Ordinary	2	0.87
14.	Press Release	7	3.05
15.	Live and phone-in	18	7.83
16.	Website	33	14.35
	Total	230	100%

Source: the data collected by the researcher himself for the research purpose

The table mentioned above presents the news sources utilized by the FBC. Within this table, the researcher tried to identify the news sources that the FBC uses most and least frequently to create its news stories. Like the content categories, the researcher also sought to clarify the representation of each type of news source under their respective categories.

In this particular context, the term "officials" encompasses the ministries, deputy ministries, presidents, institutions, agencies, communication offices, and various managerial positions such as directors, representatives, team leaders, coordinators, and similar roles. When officials are listed alone, the news stories are exclusively produced by utilizing these individuals. However, suppose other categories, such as ordinary individuals and scholars, are also included in the table. In that case, the news stories are collectively generated through interviews involving all these sources. The table clearly illustrates that officials are the most frequently cited news sources by the Fana Broadcasting Corporate.

This phenomenon has also been observed in another study. According to Teshager (2004: p.24), most news sources are government officials, nongovernmental organization officials, higher professionals, and investors. However, political, social, and economic stakeholders are underrepresented in the news unless a specific title is associated with their name.

Out of the total 230 news stories produced by the FBC, 49.57 percent (almost half of the total news items) of them (114 stories) used officials as newsmakers. This suggests that most news outlets focus on reporting the actions and initiatives of the government and other nongovernmental institutions for the benefit of the general public. Consequently, many news items may exhibit a bias towards these institutions and organizations. As a result, the Corporate may serve as a platform solely for communicating these governmental and nongovernmental organizations to the public. So, the general public may have limited means to express their interests to any relevant authority. These occurrences can potentially undermine the role of journalism in fostering dialogue and understanding among different stakeholders.

Websites were the second most significant sources of information for Fana Television news. The term "Websites" here refers to using the websites of Ministerial offices, news agencies like the Ethiopian News Agency (ENA), Ethiopia Press Organization, and other media corporations like Amhara Media Corporations (AMC) as a source of news. Furthermore, this type of news source

includes the social media pages of Embassies, ambassadors, influential politicians, and other well-known individuals. Out of the whole news stories collected by the researcher, website sources cover 14.35 percent. This accounts for 33 news items.

Officials and regular individuals serve as the third most significant sources of information for the FBC. This category encompasses officials and ordinary people in the 20 news stories mentioned in the table above. While there may be variations in the numbers of officials and ordinary individuals, each news story includes at least one representative from both groups. Out of the total 230 news stories, 20 of them, equivalent to 8.7 percent of the entire body of the news, utilize officials and ordinary individuals as their sources of information.

Despite the news agency producing the third largest number of news items by utilizing official and ordinary sources, there may still be issues noticeable to viewers, readers, or listeners of these news items. These ordinary individuals serve as evidence of the actions or promises made to them by the government or other mentioned organizations and institutions in the news stories. Compared to the vast majority of news stories generated by Fana Television, the voice of the largest community, namely the audience, is not as prominently featured in the Corporate's news stories. Anyone who watches or listens to these news items can readily discern that many of the news stories are dedicated to the actions and plans of the government and other non-governmental institutions for the benefit of the public. It is uncommon to hear news stories framed from a public interest perspective.

The fourth largest type of news source for FBC consisted of 18 news items broadcasted lively and phone in reporting coverage. It includes live discussions at FBC studio, House of People Representatives meetings, regional state council meetings, and standup reporting from places such as Bole International Airport, the Great Ethiopian Renaissance Dam (GERD), and other significant projects of the country. Gatherings like the AU summit from its headquartering office were also part of the live coverage of Fana Television. With many other limitations, live dissemination is an appreciable practice of FBC. "Show doesn't tell" is the working principle of TV news because it makes the audience eyewitness the real events beyond what the reporter can tell them. But we can't ignore that FBC has also failed in this regard, such as passing some public concerns that must be addressed. Only 7.83 percent of the news was publicly disclosed through live and phone-in reporting.

Scholars, including researchers and academicians, have been used as sources of information by FBC. In this context, the Corporate has generated 12 news items from the total 230 news stories selected for this study, representing 5.22 percent of the entire news items. Although the information obtained from scholars can be valuable for policy makers and can be used to educate the community through media institutions, their contribution to news coverage is insufficient.

Ordinary individuals are also situated in the sixth level to serve as sources of information for the Television station. The term "ordinary" encompasses all the sources mentioned in the news, such as residents, customers, eyewitnesses, farmers, students, and others. FBC has derived nine news narratives from these individuals, accounting for 3.9 percent of the stories. This figure may indicate the limited representation and attention given to the majority of the public. Consequently, while the news agency exists for the government and the government serves the people, the media may fail to amplify the voices of ordinary individuals, who certainly take up the largest proportion of the nation.

The composition of press releases accounted for 3.05 percent of the aggregate news sources. These press releases were documents that were submitted to the media station. Out of the complete tally of 230 news stories, 7 of them were derived from press releases. In relation to the utilization of press releases as a means of gathering information, while numerous media scholars contend that these sources provide valuable insights into events and organizations, they also advise journalists to exercise caution when analyzing information obtained from these sources.

Press releases are disseminated by individuals who seek to persuade journalists to present a narrative in accordance with their terms. They encapsulate the partiality of the organization or individual responsible for their transmission. They may originate from community organizations striving to garner event exposure, businesses promoting recruitment, unions, and inaugurations, or political parties and other institutions with a vested interest (Chantler & Stewart, 2009, p.55). Additional academics, such as Frost, also Harbour doubts regarding the genuineness of the information reaching news organizations.

It is vital to bear in mind that disseminated materials serve as a means of promoting a particular agenda for the sender. It is highly unlikely for someone to send out a press release that portrays them, their organization, or their collective in a negative manner. It is essential to scrutinize the

text to uncover the underlying narrative, and it may be necessary to establish communication with the designated contacts for additional information (Frost, 2002, p.17).

As mentioned above, scholars suggest that whenever these sources are conveyed to the media institutions, journalists are obligated to establish contact with the source of the release and acquire comprehensive information on the matter from the sources, either by arranging an interview or through alternative means of information gathering.

However, the news stories derived from this source indicate that these stories are presented without being verified by other sources. These news stories state, "The FBC received a press release which declared that..." Consequently, similar to the circumstances involving the public relations sources, these seven news release stories could be skewed or influenced by the sources who submitted them to the news media unless cross-verification is conducted from other sources.

Public relations practitioners rank as the eighth most frequently utilized news sources by the FBC for generating news stories. In this context, PR sources encompass public relations personnel from any organization, communication directors, communication work process team leaders, and coordinators. The FBC has collected four news items, accounting for 1.74 percent of the total news stories collected during the study period, from information sources within the public relations field.

Media scholars such as Watt & Allan (2013, p.245) caution that relying solely on a single source carries inherent risks, necessitating reporters to seek alternative information sources. They assert, "PR sources, by their inherent nature, seek to control the flow of information or present a favourable public image of the organization they represent. Therefore, even if a statement appears credible and emanates from an authoritative source, it may not present all the pertinent facts" (Watt & Allan, 2013, p.246). Since PR practitioners are tasked with safeguarding the reputation of the institution or organization they are affiliated with, news journalists must exercise skepticism and carefulness when obtaining information from these sources to prevent news stories from becoming biased towards these institutions or organizations.

Having equal attention with Public relations practitioners, Religious fathers have served as a source of information for four news items, accounting for 1.74 percent of the total news coverage

during the study period. It should be noted that religious fathers encompass leaders of any religion.

The ninth largest news source for the study media company consisted of 3 news items that were not attributed to specific sources. The FBC utilizes these unattributed sources without crediting individuals for the information provided. Instead of referring to a particular person, these stories rely on well-known names. These particular stories make up 1.3 percent of the total news stories.

The Reuter's handbook of journalism explicitly states that unnamed sources of information are the weakest sources in journalism. It emphasizes that it is always preferable to provide a named source rather than an unnamed one. It is important to avoid misleading the audience by quoting a source on the record and providing contradictory background information. The production of these three news stories involved using unattributed sources such as "it is declared", "it is said," and the like.

In addition to the advice provided by other scholars, journalists are urged to refrain from using these types of sources. It is advised to avoid using unattributed quotes and instead provide the names of the sources whenever possible. Making up quotes should never be done. Therefore, these three news stories may indicate that the Fana Broadcasting Corporate does not consistently use attributed sources.

In addition to the scholars mentioned above, Fedler et al. (2005, p.268) also emphasized the importance of sourcing in helping the audience identify the reporters' sources of information. Ideally, all direct quotations, opinions, evaluations, and second-hand statements of facts should be attributed to specific individuals. This information allows readers to form their conclusions about the story's credibility. Furthermore, these sources demonstrate inconsistency, potentially undermining the corporate's credibility with its audience.

Like unidentified news sources, the ninth largest portion of sources consists of government officials and subject matter experts. Similar to the aforementioned unidentified news sources, these three news stories also rely on officials and subject matter experts as their sources. The Corporate has generated its three news items by utilizing these individuals as their sources of information. Moreover, these news items account for 1.3 percent of the overall news content produced during the period under investigation.

The presence of officials, experts, and ordinary individuals in the news did not aim to represent different sides of the situation; rather, they were interviewed to emphasize what had already been stated by the other interviewee. The FBC has generated two news items from officials, experts, and ordinary individuals, accounting for 0.87 percent of the overall news coverage.

The Fana Broadcasting Corporate has utilized a combination of sources, including subject matter experts and ordinary individuals, as the least common source of information. In this case, the Corporate has produced only one news item out of the total 230 news stories, representing 0.43 percent of the collected general news items during the study period. It is worth noting that many of these news stories do not present conflicting ideas between the news sources.

Surprisingly, there is no news item in the remaining news sources, such as government officials, PR Personnel, and ordinary persons. The same is true in the combination of Officials, PR Practitioners, and ordinary citizens. Out of the total 230 news stories covered by FBC, there was not a single news item, at least, which has been collected from these news sources.

Regarding their news sources, the informants did not conceal that there is a domination of government officials.

Informant 2 (Senior Producer): News diversity means a news item is included, regardless of location or gender. I do not believe that we are making news that cares about diversity. But this is a gap not only between Fana and our country's media. Apart from current social issues, Fana has a lot of political news.

The influence of political leaders, whether direct or indirect, can be seen prominently in the work of the media. Other than VoxPop, I choose my news sources to get better information. Subjects that have been covered in the news before are also because they do not see an appropriate and immediate solution given to them by the concerned party.

Informant 7 (Senior Reporter): We have been especially busy with the government's agenda lately. Whether it is news or programs that we do freely, including diversity issues, we used to prepare better before than now. Of course, although it is common to hear in Fana's editorial discussion that there is a strong desire to show topics related to diversity in the media regarding practice, the challenges are countless. No one can truly

help you to accomplish that kind of responsibility. I doubt whether Fana BC has the public trust it once had. What enabled me to say this; I have seen that the number of victims who used to come to the institution to express their grievances is decreasing from time to time.

Informant 5 (Editor): I want every listener to have a say in the news I produce. Although it is not considered sufficient regarding language diversity, Fana TV is accessible to the public in Afan Oromo, Amharic, Tigrigna, and Arabic. On my part, I don't think there is a media that can be mentioned as a blameless example of diversity in our country.

4.6. Regional news Diversity by Content

Table 5: Geographical News Coverage by Content

Number	Regions & City administratio ns	News Themes											Total
		Political	Economical	Social	Education	Historical	Health	Science & Technology	Religious	Religious & Cultural	Environment	Justice	
1.	Addis Ababa	50	38	11	6	13	10	8	3	4	3	2	148
2.	Afar	1	0	0	0	0	0	0	0	0	0	0	1
3.	Amhara	6	4	3	3	0	1	0	2	0	0	0	19
4.	B/Gumuz	4	1	0	0	0	0	0	0	0	0	0	5
5.	Dire Dawa	1	3	0	0	0	0	0	0	0	0	0	4
6.	Gambella	0	1	0	0	0	0	0	0	0	0	0	1
7.	Harare	0	0	0	0	0	0	0	0	0	0	0	0
8.	Oromia	4	9	2	1	0	1	1	1	2	2	1	24
9.	Sidama	2	1	1	1	0	0	0	0	0	0	0	5
10	SNNP	2	1	0	1	0	0	0	0	0	1	1	6
11	Somalia	1	0	0	0	0	0	0	0	0	0	0	1
12	SW/Ethiopia	0	1	0	0	0	0	0	0	0	0	0	1
13	Tigray	2	1	1	1	1	0	0	0	0	0	0	6

14	More than one	3	4	1	1	0	0	0	0	0	0	0	9
	Total	76	64	19	14	14	12	9	6	6	6	4	230

Source: the researcher's data collected for this study purpose

The table above illustrates the extent to which news coverage of various contents is distributed across different regions of the country. Upon careful examination of the table, it becomes evident that a significant proportion of political news content is dedicated to reporting on Addis Ababa. Out of seventy-six political news items, a substantial majority, specifically fifty, originates from Addis Ababa. This numerical representation sheds light on the fact that many of the country's political affairs emanate from the central government. Hence, it is unsurprising that the capital surpasses all other regions regarding the volume of news coverage. The disparity between Addis Ababa and the other regions is evident.

The Amhara region, situated next to Addis Ababa, possesses a notable quantity of six political news items, surpassing the count found in other regions. Both the Oromia and Benshangul Gumuz regions are equipped with four political news content stories each. The cross-regional political affairs rank fourth in quantity, featuring three political news stories. As previously mentioned, it is important to note that these news contents are not solely confined to a single regional state but rather encompass information that pertains to two or more regions, as outlined in the table.

The regions of Tigray, SNNP, and Sidama adhered to the prescribed format, each offering two political news stories. It is worth noting that the regions of Afar, Somali, and Dire Dawa only provided a single political news story. Conversely, the media house failed to generate political news stories from Gambela, Harare, and Southwest Ethiopia regions. These regions mentioned above were devoid of any political news stories.

Addis Ababa is the focal point of coverage concerning economic news articles. Of the 64 economic news articles produced by Fana Broadcasting Corporate during the selected study period, 38 were sourced from Addis Ababa. The Oromia region followed Addis Ababa with nine news articles pertaining to the economy. The Amhara region ranks third with four news articles associated with the economy. The other four economic news items were gathered from two or more regions across the country concurrently.

Dire Dawa city administration has been ranked in the fourth tier, encompassing three economic news articles. Benshangul Gumuz, Gambella, Sidama, SNNP, Southwest Ethiopia, and Tigray regions received only one economic news report out of 64 economic news items. On the other hand, the Afar, Somalia, and Harare regions do not possess any news stories of the economy.

In terms of matters about Social issues, the FBC has generated a cumulative count of 19 news narratives. Of these 19 news pieces, 11 emanated from The Addis Ababa city administration. After the Addis Ababa city administration, the Amhara region followed with three news stories concerning social matters. Adjoining the Amhara region, one can discern the Oromia region, being the third region, with a total of 2 news stories related to social issues.

Fana has generated a single news item with a social focus from each Tigray, Sidam, and SNNP region. Similarly, there have been productions of social news stories from multiple regions together at once. Conversely, the remaining geographical areas have not received any social-related news stories. Specifically, social-related news stories have not covered Dire Dawa city, Benshangul Gumuz, Afar, Gambella, Harare, SNNP, Somali, and Southwest Ethiopia.

The topic of education permeates various spheres of society. Media organizations can generate numerous narratives about the educational domain. Nonetheless, within the scope of the FBC samples analyzed for this investigation, it was discovered that several geographical areas did not witness the production of any stories by the corporate entity regarding their educational endeavors. These regions include Benshangul Gumuz, Afar, Gambella, Harare, Somali, Southwest Ethiopia, and Dire Dawa.

As is customary, Addis Ababa garnered the majority share. Of the 14 news stories about education, six originated from Addis Ababa. The Amhara region followed Addis Ababa with three educational news contents. Following that, Oromia, SNNP, Sidama, and Tigray regions each had only one educational news story. In this same scenario, a single educational news story was generated from multiple regions simultaneously. These news stories were primarily produced through interviews conducted with various university scholars and the education bureaus of regional states, all for a single news item.

Every Ethiopian citizen is expected to have an opinion on their history in a society with a rich historical background, such as Ethiopia. This sentiment is equally applicable to media

organizations operating within the country. However, it is important to acknowledge a discrepancy between this reality and the distribution of historical news stories. It can be argued that the overwhelming majority of historical news stories originate exclusively from Addis Ababa, the capital city of Ethiopia. Out of 14 historical event-related stories, a surprising 13 were produced solely in Addis Ababa. In addition to Addis Ababa, the region of Tigray stands out as the only other area with a single historical event-related news story.

Addis Ababa again assumes a prominent position in the context of health-related issues. The city administration is the main focus of almost all health-related news stories reported by the FBC. Out of a total of 12 news stories, 10 of them are sourced from Addis Ababa. Meanwhile, the remaining two regions, namely Amhara and Oromia, have each received one health-related news story.

Like the sectors mentioned above, the nation significantly emphasizes health-related concerns. Nevertheless, the media company conducting the study lacks comprehensive coverage of general health-related topics. This is evident from the data presented in the table mentioned above. Of the 12 health-related news reports, ten regions did not receive a single health-related report from the media. These regions include Afar, Tigray, Sidama, SNNP, Somali, B/Gumuz, Gambella, Harare, Southwest Ethiopia regions, and Dire Dawa city administration.

Science and Technology news articles constituted Fana's seventh largest category of news content. The total number of news articles related to Science and Technology was nine. Eight were sourced from Addis Ababa, a hub for abundant news content across various contexts. The remaining one news item was produced specifically for the Oromia region. The other regions, namely Afar, Amhara, B/Gumuz, Dire Dawa, Gambella, Harare, Sidama, SNNP, Somalia, Southwest Ethiopia, and Tigray, did not contribute to the Science and Technology news coverage. As the name suggests, Science and Technology news stories encompass the latest innovations, products, and digital services in various fields.

The religious news articles that FBC covered during the designated period of study amounted to six, three of which were derived from the city of Addis Ababa. Following Addis Ababa, the Amhara region contributed two stories. With its single story, the Oromia region ranked third near

Amhara. It is worth noting that the remaining ten regions did not receive a single religious report from the media organization under this study.

Out of the six news stories encompassing Religious and Cultural subjects, most of the four were sourced from Addis Ababa. The remaining two news items originated from the Oromia region. The left-behind regions did not possess any Religious and Cultural news stories of this nature during the period under investigation.

Environmental issues are a topic of concern for the FBC, just like in other sectors. These environmental issues are global, and as a result, every media institution should have to report on them regularly. However, regarding Fana specifically, the researcher found that the corporate entity fails to provide adequate news coverage for all regions.

The media house under investigation produced six environmental news stories, focusing solely on three areas within the country. Specifically, three stories were centered around Addis Ababa, two on Oromia, and one on the SNNP region. Unfortunately, the remaining nine regions and the Dire Dawa city administration were not covered in any news stories related to their environmental activities.

The total number of news contents about the justice issue was four, as shown in the above table categories. As customary, Addis Ababa has the highest proportion of coverage among these. Fana, on the other hand, has produced four news stories related to justice, originating from two different regions as well as Addis Ababa. Of these four news stories, Fana has generated two from Addis Ababa, one from Oromia, and one from the SNNP regions. Amazingly, the remaining nine regions and Dire Dawa have not reported any news stories concerning their justice-related activities.

According to the informants, the major sources of their news content revolve in and around Addis Ababa.

Informant 1 (Chief Editor): Our employees here in Addis Ababa report mostly on federal issues. Fana Broadcasting's Corporate Editorial Policy is derived from the Constitution of our country, which is the supreme law of all laws. The constitution states: "We, the nations, nationalities, and peoples of Ethiopia..." Everything starts when we try

to do our work, keeping this diversity in mind. According to the country's distribution, a media institution, we are striving to serve all the people of our country.

As I mentioned earlier, it can be mentioned as a good opportunity that Fana Broadcasting Corporate is an institution that broadcasts in the languages of different ethnic groups. Especially in the radio sector, it is reaching listeners in seven local languages, namely Amharic, Afaan Oromo, Tigirigna, Somaligna, Afarigna, Wolayitigna (Regional FM located in Wolayta Sodo), and Sidamigna (Regional FM located in Shashemene). The TV station has three local languages (Amharic, Afaan Oromo, and Tigirigna) and one international language, Arabic. This makes Fana different from other media in our country. In this sense, Fana cannot be partial to one side for any reason.

Of course, when I look at our daily news, it is more about Addis Ababa city, the Oromia region, and the Amara region. However, it is important to realize this is not a principled procedure created due to various circumstances.

It can be assumed that employment provision and repetition of events are more important in these three areas than others. The limitation in other regions where we have not reached well is that we make news using only the statements issued by the government communication offices of the regions, not only at the state level. I feel that there are many parts of our country that are not yet voiced in every community. I believe that this gap will be corrected in the future.

Informant 8 (Senior Reporter): When we look at some of the ethnic conflicts in our country, I believe that one of the reasons is that we don't know each other and don't talk closely. The solution is to pay special attention to diversity in the media. For example, "**Mamar beHager!**" is a Fana TV program. This program can be considered as a good start.

There have been instances where I have completely changed my news objective because of the sources I spoke to make news. It is necessary to open our minds to other ideas beyond our point of view, especially if they are found to be unheard and verified information.

Informant 4 (Editor): What I enjoyed the most and I will never forget is when I was in the Awi zone of the Amhara region and watched the "Feres Gugs!" which can be roughly translated to "Running on the Horseback" culture and made a program, although it was not news. I can understand that introducing such an interesting show to Ethiopians who live in other areas and do not know the culture is greatly beneficial.

Informant 9 (Reporter): Every journalist is responsible for presenting his/her news plan during editorial discussion. Apart from that, recommendations or directions may be submitted that we should make news on these issues in the next week. However, the possibility of a direct decision by superiors is very slim.

I like to focus on social issues outside news topics that give me responsibility. Because I think we have a lot of gap in this regard. In this sense, I believe that there are many gaps that the media should present as a public agenda.

4.7. Diversity of Opinion and Views Expressed By the Informants and FBC Editorial Policy

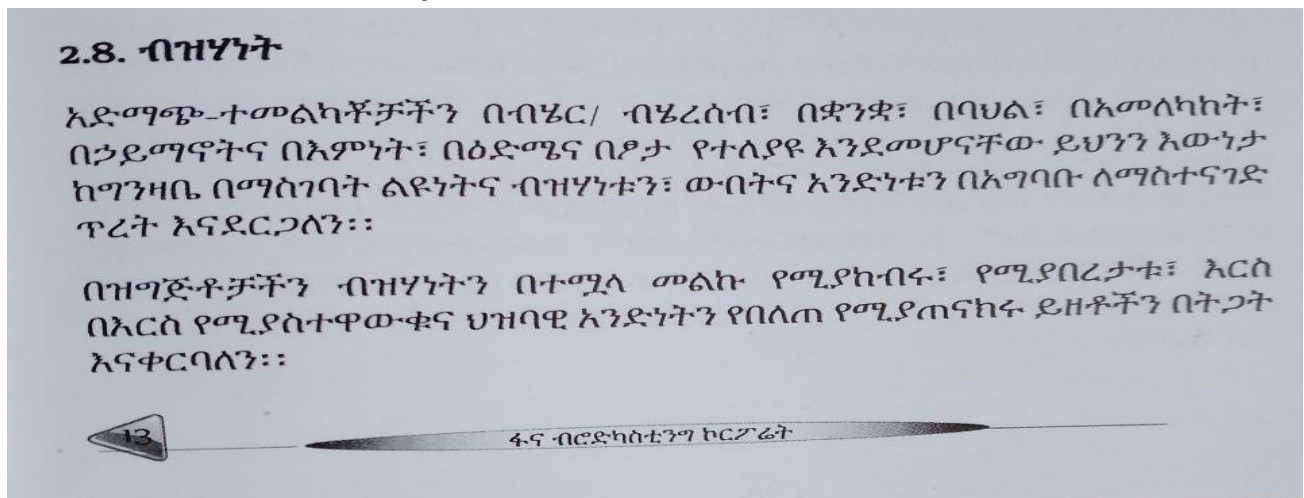


Figure 2:- FBC Editorial Policy about diversity

Source: the picture is taken from FBC Editorial Policy, 2010 edition on page 13.

The researcher has interviewed ten reporters, editors, and chief editors whose perspectives serve as examples of how the FBC provides coverage of various news topics. The overall idea of informants highlighted the insufficient representation of diverse viewpoints and opinions within the media under study.

Informant 1 (Chief Editor): I understand diversity in terms of accessibility. It can be assumed that the higher the number of areas where the news reaches, the better the news. Fana Broadcasting's corporate editorial policy also believes that our country, Ethiopia, is multi-cultural and multi-lingual. We prepare news based on this basic idea. 11 branch FM stations are located in different regions of the country. This also helps us as a convenient opportunity to provide news coverage of events happening in each area.

Informant 4 (Editor): Although FBC's editorial policy regarding diversity is not detailed, it encourages diversity. As a journalist, we also recognize that diversity is the reality version of our country. In addition to other big national issues, we try to cover the issues of different regions as much as possible.

However, we will never report on matters prohibited by the editorial policy. For example, the topic of suicide and defamation of individuals is prohibited by our editorial policy. Same-sex marriage is also one of those topics that never get touched. This is because same-sex marriage is incompatible with our country's culture, and the more we talk about it in the media, the more it seems right.

Fana Broadcasting Corporate is better than other media institutions in our country regarding using different languages. To solve the problems related to linguistic diversity, our reporters will gather information containing answers in the languages spoken in the regions where they are going to report and come back to other reporters who speak different languages to translate it into Amharic. However, in translation, we sometimes encounter distorted facts in the translated data. To prevent this from happening, if there are reporters who know the local language and culture, they will be sent when employment is offered. Even if staff who can speak the language are lost, they will try to send someone who knows the local landscape.

Informant 3 (Asst. Producer): To address the issue of diversity in our news very well, we need to include at least one opinion of an expert in the field. We are having difficulty finding these people and making the news. This kind of problem is observed even among journalism and communication teachers. How does it only work from one person's point of view? How does it work like this, etc.? We hear them criticize us. I would love to see

such a drag culture improve. The media as an institution, and we, as journalist professionals, must constantly enhance our professional capabilities.

Informant 1 (Chief Editor): Undoubtedly, our country, Ethiopia, is a museum of many languages. However, there are still many public identities that we have never seen or heard about in our media. This needs to be worked on in the future. If the media did this, they should realize they can easily be influential. Both the media and the people benefit from this.

Apart from this, it would be good if the media would not be the recipients of the government's agenda and become the creators of the agenda themselves. Public issues such as diversity should be covered in the news, especially when there is a normal and peaceful movement. We should not be limited and absorbed by current political topics. As Fana, we have a quarterly and half-yearly evaluation forum. We take as input the results of scientific studies conducted by the institute's content quality and research departments regarding the level of satisfaction of our listeners and viewers with the broadcast of our site. Each year, there is an audience satisfaction survey conducted by outside experts.

During the interview, informants also assured the researcher that journalists can contribute to diversity in how they present their news reports. Moreover, they had given many reasons for not reporting the news from various viewpoints.

Informant 3 (Asst. Producer): As a journalist, my understanding of diversity encompasses various ideas we encounter in our work. When we refer to diversity, it encompasses various dimensions such as gender, age, and geographical location. The scope of our Fana TV reporting cannot go beyond mere coverage of political, social, and economic affairs. Our content primarily focuses on the predominant political landscape within the nation. Given the highly charged nature of the political climate, there is limited opportunity to delve into other aspects of diversity. For instance, it is impractical to discuss the ethnic culture of the southern region. At the same time, the northern part of the country is engulfed in conflict.

Informant 10 (Editor): Not only have the viewers, but we journalists also face many unusual ideas within the news we see together. To know about their country, television news can give its viewers some valuable insights. As a media outlet, being able to produce news that preserves diversity makes us influential. This also benefits commercial media outlets such as Fana Broadcasting Corporate in terms of revenue generation. It can be seen that accessibility is considered a requirement when advertising works. In addition, I firmly believe that making news that preserves diversity also creates an opportunity to correct distorted common narratives.

Our country's media is generally incomplete. For instance, the television stations that provide sign language for deaf viewers are very limited. There is also a problem with hiring professionals who know sign language. We don't have many television stations that do news that adequately represents other forms of ambiguity, such as language and religion. Our news focuses only on providing up-to-date information. The absence of strong and independent media institutions is one reason for not reporting diversified news.

On the other hand, educated people who are said to know a lot are not close to the media. The number of intellectuals who fear the media and politics is not small. These people fear they will not reach what the media has reached.

As an institution in Fana, they have a team called "Content Quality and Research" that researches the reactions of their listeners and viewers to their news and programs. In addition to the evaluation of their news and programs from the study of the abovementioned research team, there is also something positive that modern Internet technology can help them with. The reporters' work will be posted on the institution's social media pages. How many viewers commented on it? How many likes and shares did it get? These can tell them something about the diverse interests of the audiences. As such, the reporters can use feedback from social media as input to improve their next-day work to satisfy the entire community.

CHAPTER FIVE

5. Major Findings, Conclusion, and Recommendations

This section constitutes the final chapter of the thesis. Within this part of the study, the main findings and deductions derived from the research undertaken throughout the study are expounded upon. Ultimately, suggestions that have arisen from the discourse on the research are recommended.

5.1. Major Findings

The study's findings demonstrate that Fana TV's News program, 'Fana Zena', tries to offer a diverse range of entertaining content. However, despite the mandate of the FBC to provide a balanced representation of various perspectives and interests on all issues, there is a noticeable tendency towards imbalanced and uneven coverage in terms of news diversity. Also, the research reveals an unfair reporting of political, social, economic, cultural, and other news content, with political news taking center stage in Fana Zena news.

Furthermore, the study also uncovers that Fana Television predominantly relies on government sources, particularly government officials. In contrast, other sources receive less attention regarding source diversity. Specifically, individuals who could serve as valuable news sources in the FBC content newsroom manuals are given less prominence. In contrast, unbalanced news sources receive more coverage. The excessive use of government sources as the primary information contradicts the FBC editorial policy, emphasizing the importance of reflecting news source diversity in Fana Zena. Hence, Fana TV's Fana Zena news report heavily relies on government sources for information.

As reputable media outlets demand a balanced and independent presentation of news topic diversity, they should not rely solely on public relations professionals and government officials as sources of information. However, Fana TV's editorial policy (2010, p.13) fails to adhere to this principle, as it does not exercise caution regarding news and current affairs programs, allowing them to be influenced by public relations professionals. Additionally, the corporate neglects to ensure a balanced representation of information and fails to address the concerns of its audience by excluding their grievances in its reporting.

Of course, the editorial policy of FBC encourages serving the political system in line with public interests. But serving the political system does not mean falling for it and reflecting unfair news contents. Most of the news stories, more than 33 percent of Fana TV news broadcasts, were political news.

Following an accommodating approach to cover regions named minority groups is what the media, like FBC, stands for. In this respect, Fana TV 'Fana Zena' news tries to broadcast diversified content in each country's geographical setting but does not fully address minority regions like Gambella, Somali, and culturally and historically significant regions like Harar and Afar. For instance, the range between Addis Ababa, which receives the greatest coverage, and Harare, which receives the least coverage, is 148 news items, or 64.35 percent. This hinders the endorsement of various traditions, values, and customs of the society. And retard the FBC effort to build a good image of the country and to support the economy of the tourism sector by transforming the ancient historical and natural heritages and culture of the country into tourist attractions.

According to the findings, at the country level, the Addis Ababa city administration, Oromia, and Amhara regions get the highest news content coverage. This type of practice omits to provide particular attention to minorities, universal geographic accessibility, and contribution to a sense of national identity and community guiding principles of public service broadcasting (PSB). Moreover, the guideline of being a "voice for the voiceless" remains under question in Fana Television's Fana Zena geographical news diversity broadcasting.

The study's finding also shows proximity and currency play vital values in entertaining news content diversity. So, fairness, human needs, balance, and other news elements and principles did get less attention.

5.2. Conclusion

The primary aim of this study was to investigate the practices of news diversity in terms of news type, variety of news sources, number of sources per news, and geographical news coverage in the TV news hour of FBC. To achieve this objective, samples were selected from the prime-time news broadcast of Fana TV between September 1, 2015, and February 30, 2015, E.C. A total of 230 news stories were categorized using the appropriate analytical categories. Additionally, ten informants were also interviewed. Consequently, both quantitative and qualitative content

analysis methods were employed, with quantitative content analysis serving as the central research method for this study. Thus, the researcher has drawn the following conclusions based on the analyzed information.

In relation to the proportionality of the regional news coverage, the study revealed the existence of disparities in news coverage among different regions of the country. Out of the total 230 news stories, 148 news stories, accounting for 64.35 percent of the total news items, were generated from Addis Ababa. Furthermore, the Oromia and Amhara regions were also overrepresented regions than the other regions of the country, following behind Addis Ababa. Conversely, some regions are underrepresented. Among these underrepresented regions, the state of Harare stands out with zero news coverage. This can be observed in Chapter 4, Table 1. The analysis portion of the study highlights a disparity of 148 news stories between the overrepresented Addis Ababa and the underrepresented Harare.

In terms of news content, political matters are the most frequently addressed. Following that, one can observe that economic and social issues are the second and third most commonly covered subjects in news articles, respectively. In addition to these regularly discussed news topics, some subjects receive minimal coverage. For example, justice is the least addressed news topic by the FBC. Out of 230 news stories, only four news items, or 1.74 percent, were dedicated to reporting on justice. Based on these statements, it may be possible to argue that the FBC has allocated limited attention to covering the most significant issues of the county. It is widely recognized that the issue of justice, including court cases, is not only a matter of national importance but also a global concern that is extensively discussed by media organizations worldwide daily. This topic is also a matter of concern on a national level.

Though justice is the least covered, the subject of the Environment remains underreported news content next to Justice. The phenomenon of desertification is progressively growing. Environmental pollution pervades every corner. Land degradation and various other activities that possess the potential to jeopardize and confront all forms of life on Earth occur incessantly. Conversely, humans undertake many endeavours to inoculate their contaminated surroundings and safeguard the pristine environment. Among these efforts are the implementation of terracing projects and the reforestation of eroded lands (known as the "Green Legacy" in recent times in Ethiopia).

Furthermore, events and discussions on the past, present, and future of the environment are regularly organized. Despite the continual occurrence of these events, Fana TV allocated only a major portion of its coverage to this issue. Over the study period, a mere six news stories were generated out of 230 news items collected. This coverage constituted a mere 2.6 percent of the entire news coverage. Conversely, the issue that received the most frequent coverage, namely politics, had a total of 76 news stories. Thus, a considerable discrepancy of seventy-two news stories existed between the extensively covered topic and the least covered issue. A similar pattern emerged concerning the issues of justice and the Environment. Compared to other

frequently covered news topics, the issues of justice, Environment, religion, and culture are among the least addressed news domains. The undeniable reality is that these two paramount issues, namely justice and the environment, warrant the utmost attention, much like the issues of the environment and other subject matters.

Regarding the number of sources per news stories, the FBC has predominantly generated most of its news articles from a solitary news source. Of the 230 news articles, 157 were produced from individual interviews. These articles relying on a single source encompassed 68.26 percent of the news items collected during the period. These statistics may suggest that the news articles lack impartiality. As a result, they may exhibit a bias towards an organization, institution, political party, an individual, or any other entity. Concerning news articles based on a single source, media scholars such as Farber contend that a news article derived from a solitary interview cannot be deemed journalism. As Chapter 4, table 3 explicitly indicates, multiple sources are useful for journalists to support their information. Furthermore, it is crucial to incorporate diverse perspectives and opinions within the news article.

As mentioned in chapter four, government officials have played a prominent role as the main news source within the content. More specifically, out of the 230 news stories, 114 originated from official news sources. This indicates that nearly 50% of the news sources were attributed to government officials, with a predominant focus on the federal government and the administration of Addis Ababa city. Conversely, the representation of regional states as sources of information remained significantly limited.

The above statistics may also elicit inquiries regarding the balance between a narrative and the governing body and its commitment to diversity and inclusivity. The University Scholars, religious leaders, ordinary citizens, and other purveyors of information are not frequently denoted as news sources by the media establishment. Occasionally, even the extant alternative news sources are included in the news solely to serve as a testament to the subject matter being discussed. It is a rare occurrence to witness their independent perspectives. They are being interviewed to endorse or sanction the activities that the news stories revolve around and highlight the commendations the event organizer bestowed upon them.

Regarding the variety of opinions and perspectives expressed by the corporation, the accumulated news articles have revealed that the corporation is not adequately embracing the diversity of opinions as expected. Despite various voices in many news stories, the absence of diverse opinions and ideas implies that the corporation is not fully accepting the expected level of diversity in opinions. As asserted by Paul et al. (1996), for diversity to exist in news coverage, there must be a dissemination of representative thoughts, different perspectives and frameworks, and the inclusion of attributions and opinions within the news stories. Consequently, it can be argued that FBC has not fulfilled its obligations.

The study's findings further reveal that the media professionals lack satisfaction in their news stories, as they cannot address topics of utmost importance to most of their audience. Journalists have identified the presentation of one-sided perspectives solely from authoritative sources, such as the government, along with the government's unwillingness to recognize and respond to public criticism and grievances, as significant barriers that impede their efforts to meet the expectations of their audience.

5.3. Recommendations

Based on the findings of this study, the following recommendations are listed to promote news diversity in FBC and suggest further investigations in the area.

- FBC must enhance the implementation of news diversity by encompassing a wide range of subjects, geographical scenarios, and news sources that embody distinct perspectives unlike ever before.
- FBC must exert the utmost effort to present a fair depiction of impartial news sources by encompassing the perspectives and requirements of all parties involved in all matters without any partiality.
- Given the requirement for credible media to prioritize impartial and varied news stories and the presentation of diverse sources, reliance on public relations professionals, press releases, and government officials as primary sources of information must be avoided.
- Regarding the geographical scope, FBC must establish effective communication channels encompassing every facet of the community, extending beyond the confines of Addis Ababa.
- It should be able to effectively transmit a wide range of information and perspectives rather than engage in interviews with conventional news sources.

Furthermore, the study's researcher recommends that future researchers carry out additional studies on news diversity and media. This is necessary because media diversity encompasses various areas of research that require further exploration. The scope of the present study was limited to FBC Fana TV prime-time news due to constraints related to time and resources. Therefore, it is imperative to conduct further research to examine other programs the station offers beyond the news hour, thus acquiring a more comprehensive understanding. Additionally, certain content, such as entertainment, sports, and foreign news, were excluded from the current study. Moreover, the researcher recommends a study entitled "Investigation in News Diversity Experience in Ethiopia: A Case Study in Private and Public Media from a Comparative Perspective."

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Appendix – A

Amharic News Headlines collected for the study.

No	Dates (in E.C)	Amharic News Headlines	Regions & City Admins
1.	05/01/2015	የኢትዮጵያ ቡናና ሻያ ባለ ስልጣን በቡና ኤክስፖርት ለመጀመሪያ ጊዜ ከ3 መቶ ሺ ቶን በላይ ቡና ወደ ውጭ ገበያ በመላክ 1.4 ቢሊዮን ዶላር ማግኘቱን አስታወቀ።	Addis Ababa
2.	05/01/2015	የህወሀት የሽብር ቡድን የዋልድባ አብረንታንት ገዳምን ከ45 ዓመት በፊት ጀምሮ ለማጥፋት ሲሰራ እንደቆዩ የገዳሙ አባቶች ተናገሩ።	Amhara
3.	05/01/2015	የኢ.ፌ.ዲ.ሪ ጠ/ሚኒስትር ዶ/ር አብይ አህመድ በኪታር ኢንቨስትመንት ባለስልጣን የኤሽፍ ፓስፊክና የአፍሪካ ኢንቨስትመንት ኃላፊ ከሆኑት ሼክ ፈይሰል ቤን ታኒ አልታህኒ ጋር ተወያይተዋል።	Addis Ababa
4.	05/01/2015	በአሰላ ከተማ የከተማ ግብርና ላይ የሚሰማሩ የህብረተሰብ ክፍሎች በጓሯቸው የተለያዩ አትክልትና ፍራፍሬ በመትከል በስፋት እየተሰማሩ ይገኛሉ።	Oromia
5.	12/01/2015	የሽብር ቡድኑ ለ3ኛ ጊዜ ከፍቶ ለዳግም ጥፋት በተነሳበት በዚህ ወቅት የቡድን ወረራ በጋራ ለመመከት ለሀገር መከላከያ ሰራዊት የሚደረገው ድጋፍ ተጠናክሮ ቀጥሏል።	Amhara
6.	12/01/2015	በ2014 በጀት ዓመት ለውጭ ገበያ ከቀረበ የወርቅ፣ የጌጣጌጥ እና የኢንዱስትሪ ማዕድናት 543 ሚሊዮን ዶላር መገኘቱን የማዕድን ሚኒስቴር ይፋ አደረገ።	Addis Ababa
7.	12/01/2015	በኢ.ፌ.ዲ.ሪ የትራንስፖርትና ሎጅስቲክስ ሚኒስትር ወ/ሮ ዳግማዊት ሞገስ የተመራ ልዑክ በዛሬው ዕለት ሰመራ ከተማ ገብቷል።	Afar
8.	12/01/2015	ሜታ ቡስት የተሰኘ ኢኮኖሚ አጋዥ ፕሮግራም ተጀምሯል።	Addis Ababa
9.	12/01/2015	የሆራ አርሰዬ ኢሬቻ በዓልን ያለምንም የፀጥታ ችግር በደማቅ ሁኔታ ለማክበር በቂ ዝግጅት መደረጉን የቢሾፍቱ ከተማ አስተዳደር አስታውቋል።	Oromia
10.	12/01/2015	በወልድያ ከተማ ለመከላከያ ሰራዊት የደም ልገሳ መርሃ ግብር ተካሂዷል።	Amhara
11.	12/01/2015	በማዕከላዊ ጎንደር ዞን ጭልጋ ወረዳ በሰላም ዕጦት ሳቢያ ተቋርጦ የቆየው ት/ት በ2015 ዓ.ም መጀመሩን የወረዳው ት/ት ዕ/ቤት ይፋ አድርጓል።	Amhara
12.	19/01/2015	No News was produced	-
13.	20/01/2015	የሀገርን ብሄራዊ ጥቅም ለማስጠበቅ ከሚሰሩ መደበኛ ስራዎች ጎን ለጎን ከባህር ማዶ የሚኖሩ ትውልደ ኢትዮጵያዊያን ሚናቸው	Addis Ababa

		ከጊዜ ወደ ጊዜ እየጎለበተ ነው ተብሏል።	
14.	20/01/2015	የአዲስ አበባ ከተማ አስተዳደር እና የኦሮሚያ ክልላዊ መንግስት በጋራ ያዘጋጁት 4ኛው የኢሬቻ ፎረምና የዋዜማ ዝግጅት በአዲስ አበባ ከተማ መካሄድ ጀምሯል።	Addis Ababa
15.	20/01/2015	ኢሬቻ ለቱሪዝም መስህብነት፣ ለሀገር ገዕታ ግንባታ እና ለሀገር ኢኮኖሚ እድገት ከፍተኛ አስተዋፅኦ እንዳለው ተገለፀ።	Oromia
16.	20/01/2015	በኢትዮጵያ ይፋዊ የስራ ጉብኝት ያደረጉት የሶማሊያው ፕሬዚደንት ሀሰን ሼህ ሞሐመድ ጉብኝታቸውን አጠናቀው ወደ ሀገራቸው ተመለሱ።	Addis Ababa
17.	20/01/2015	ኢሬቻ ለህብረ ብሄራዊ አንድነት ግንባታና አብሮነት አይነተኛ ሚና ያለው ቅርሳችን በመሆኑ ባህላዊ እሴቶቹ ተጠብቀው ለትውልድ እንዲተላለፉ ሁሉም የበኩሉን ድርሻ መወጣት አለበት ብሏል የመንግስት ኮሙኒኬሽን አገልግሎት።	Addis Ababa
18.	20/01/2015	በአዲስ አበባ ከተማ የሚከበረውን የኢሬቻ ሆራ ፊንፊኔ በዓል በሰላም እንዲከበር የፀጥታ አካላት ቅድመ ዝግጅታቸውን አጠናቀው ወደ ስራ መግባታቸውን የጸጥታና ደህንነት የጋራ ግብረ ሀይል አስታወቀ።	Addis Ababa
19.	20/01/2015	አምባሳደር ፍጹም አረጋ የሹመት ደብዳቤያቸውን ለካናዳ ገዥ ሜሪ ሳይመን አቅርበዋል።	Addis Ababa
20.	20/01/2015	የሲዳማ ብሄራዊ ክልላዊ መንግስትና ህዝብ ለጀግናው የሀገር መከላከያ ሰራዊት የ26 ሚሊዮን ብር የገንዘብ እና የአይነት ድጋፍ አደረገ።	Sidama
21.	20/01/2015	ከባድ የግድያና የውንብድና የዘረፋ ወንጀል ሲፈጽሙ የነበሩ የሽብር ቡድን አባላት በቁጥጥር ስር መዋላቸውን የጸጥታና ደህንነት የጋራ ግብረ ሀይል ገለጸ።	Addis Ababa
22.	26/01/2015	የኬኒያው ፕሬዚደንት ዊሊያም ናቶ ለይፋዊ የስራ ጉብኝት አዲስ አበባ ገቡ።	Addis Ababa
23.	26/01/2015	ከሰሞኑ በአዲስ አበባ የተከፈተውን ሙዚየም የተለያዩ የህብረተሰብ ክፍሎች እየጎበኙት ይገኛሉ።	Addis Ababa
24.	26/01/2015	ኢትዮጵያ በአቤሽን ዘርፍ ከሩሲያ፣ ቻይና፣ ህንድ፣ ጣልያን፣ ሲንጋፖር፣ ካሜሮንና ሶማሊያ ጋር በጋራ ለመስራት የሚያስችላትን ስምምነት ተፈራረመች።	Addis Ababa
25.	26/01/2015	የድሬዳዋ ከተማ አስተዳደር ለመከላከያ ሰራዊት 49 ሚሊዮን ብር የሚገመት የገንዘብ እና የአይነት ድጋፍ አደረገ።	Dire Dawa
26.	26/01/2015	በአማራ ክልል ምዕራብ ጎንደር ዞን በመሀር ወቀት በ120ሺ ሄክታር መሬት ላይ የለማ ሰሊጥ የጥራት ደረጃው ተጠብቆ የመሰብሰብ ስራ መጀመሩን የዞኑ ግብርና መምሪያ አስታወቀ።	Amhara
27.	26/01/2015	በኢትዮጵያ የሚከበሩ ባህላዊም ሆነ ሀይማኖታዊ በዓላት እንደ ሀገር የሚያስገኛቸው ትሩፋቶች ቀላል እንዳልሆኑ የሶሻል አንተርፖሎጂና የብዝሃነት ተመራማሪ ምሁር ተናገሩ።	Addis Ababa
28.	03/02/2015	በጤናው ዘርፍ የሚሰጠውን አግግሎት ጥራትና ተደራሽነት ለማስፋት የሳይንስ ሙዚየም ትልቅ አበርክቶ አለው አሉ የጤና	Addis Ababa

		ሚኒስትሯ ዶ/ር ሊያ ታደሰ።	
29.	03/02/2015	የውጭ ጉዳይ ሚኒስቴር 10ኛው የጣና ፎረም የሰላምና ደህንነት ጉዳዮች ላይ ትኩረቱን አድርጎ እንደሚካሄድ አስታወቀ።	Addis Ababa
30.	03/02/2015	የገንዘብ ሚኒስትሩ አህመድ ሸዴ ከአለም የገንዘብ ድርጅት የአፍሪካ ቡድን ዋና ዳይሬክተርና ሌሎች የስራ ኃላፊዎች ጋር ተወያዩ።	Addis Ababa
31.	03/02/2015	የኢትዮጵያ ብሄራዊ ባንክ ገዥ ይናገር ደሴ ከአለም የገንዘብ ድርጅት ከሞኒተሪንግ ካፒታል ማርኬቲንግ ዲፓርትመንት ምክትል ዳይሬክተርና ሌሎች የስራ ኃላፊዎች ጋር ተወያዩ።	Addis Ababa
32.	03/02/2015	የተባበሩት መንግስታት ድርጅት የቦይነ መረብ አስተዳደር ጉባኤ ሴክራቴሪያት ከኢኮኖሚክስና ቴክኖሎጂ ሚኒስቴር ከፍተኛ አመራሮችና ከኢትዮጵያ የቦይነ መረብ አስተዳደር አዘጋጅ ኮሚቴዎች ጋር ተወያዩ።	Addis Ababa
33.	03/02/2015	የእናቶች፣ የህጻናት እና የወጣቶች ጤና ዛሬም ቀዳሚ የትኩረት አቅጣጫ በመሆኑ ሁሉም አካላት በቅንጅት ሊሰሩበት እንደሚገባ ተገለጸ።	Addis Ababa
34.	03/02/2015	የፋይናንስ ደህንነት አገልግሎት ከአለም ባንክ ጋር በመተባበር ለሶስት ቀናት የሚያካሂደው የተጋላጭነት አውደ-ጥናት በአዲስ አበባ እየተካሄደ ነው።	Addis Ababa
35.	03/02/2015	በዱባይና ሰሜን ኢሚሬቶች የኢ.ፌ.ዲ.ሪ ጀነራል ቆንስላ ጽ/ቤት አስተባባሪነት መንግስት ያቀረበውን ወቅታዊ ሀገራዊ ጥሪ ተከትሎ ከ3መቶ 3ሺህ ዶላር በላይ ተሰብስቧል።	Addis Ababa
36.	03/02/2015	የኢትዮጵያ ግብርና ባለ ስልጣን የቁም ከብቶችን እሴት ጨምሮ ለውጭ ገበያ በማቅረብ ውጤታማ ስራዎችን እየሰራ መሆኑን አስታወቀ።	Addis Ababa
37.	10/02/2015	በበጀት ዓመቱ ፍትሃዊና ጥራት ያለው የጤና አገልግሎት ለህብረተሰቡ ከማዳረስ አኳያ ውጤታማ ስራ መሰራቱን የጤና ሚኒስትሯ ዶ/ር ሊያ ታደሰ ተናገሩ።	Addis Ababa
38.	10/02/2015	ሽብርተኛው የህወሀት ቡድን ከምሰረታው አንስቶ የስልጣን ጥሙን ለማሳካት በትግራይ ህዝብ ላይ ቁማር እየተጫወተ ያለ ቡድን መሆኑ ተጠቆመ።	Tigray
39.	10/02/2015	በተቋማት መካከል ያለው ቅንጅታዊ አሰራር የመጠጥ ውሃ ሳንቴሽን (ሀይጅን) ፕሮግራም ውጤታማ እንዲሆን ማስቻሉ ተገለጸ።	Addis Ababa
40.	10/02/2015	“ዘርፈ ብዙ የኢኮኖሚ ስርዓት በመገንባት የተጋላጭነትን ምንጭ ማድረቅ የዛሬው ትውልድ ታሪካዊ ሀላፊነት ነው” አሉ የአሮሚያ ክልል ፕሬዚደንት አቶ ሽመልስ አብዲላ።	Oromia
41.	10/02/2015	በደቡብ ክልል በ2014 በጀት ዓመት የተሸለ አፈጻጸም ላስመዘግቡ ፈጻሚዎችና ተቋማት የአውቅና አሰጣጥ መርሃ-ግብር በወላይታ ሶዶ ከተማ እተካሄደ ነው።	SNNP
42.	10/02/2015	ብርሃን ባንክ ለዋና መስሪያ ቤት ግንባታ የመሰረት ድንጋይ አስቀመጠ።	Addis Ababa

43.	10/02/2015	በተያዘው በጀት ዓመት የከተማና መሰረተ ልማት ምኒስቴር ከመንገዶች አስተዳደር ጋር በመሆን በክልሎች መሰረተ ልማት ቅንጅትና መንገድ ዘርፍ ላይ ትኩረት ሰጥቶ እንደሚሰራ ተገለጸ።	More than one region
44.	17/02/2015	የማህበረሰባዊ ጠቀሜታቸው ከፍተኛ አጀንዳዎችን በመቅረጽ ህዝባዊ መሰረት እንዲኖራቸው የተሰራው ስራ እንደ ፓርቲ ውጤታማ መሆኑን የአሮሚያ ክልል ብልጽግና ፓረቲ ጽ/ቤት አስታወቀ።	Oromia
45.	17/02/2015	ከተለያዩ የመገናኛ ብዙሃን የተውጣጡ ጋዜጠኞች አዲስ አበባን እንደ ስሟ በአዲስ መንገድ የማነጽ አካል የሆኑ ፕሮጀክቶችን እየጎበኙ ነው።	Addis Ababa
46.	17/02/2015	ኢትዮጵያና ብሪታንያ የአየር ንብረት ለውጥን ለመከላከል የጀመሩትን የጋራ ስራ አጠናክረው እንደሚቀጥሉ አረጋገጡ።	Addis Ababa
47.	17/02/2015	የጅቡቲ ልዑክ በኢትዮ-ጅቡቲ የሚኒስተሮች ኮሚሽን የጋራ ስብሰባ ላይ ለመሳተፍ አዲስ አበባ መድረሱን የውጭ ጉዳይ ሚኒስቴር አስታውቋል።	Addis Ababa
48.	17/02/2015	የአማራ ክልል መንግስት የበረንታ የሲሚንቶ የግንባታ ሂደትን እየተከታተለ ድጋፍ እንደሚያደርግ የክልሉ ርዕሰ መስተዳድር ዶ/ር ይልቃል ከፋለ ተናገሩ።	Amhara
49.	17/02/2015	ኢትዮ ቴሌኮም የቴሌ ክላውድ አገልግሎትን በይፋ አስጀምሯል።	Addis Ababa
50.	17/02/2015	በአሮሚያ ክልል ደቡብ ምዕራብ ሸዋ ዞን ቀርሳማሊማ ወረዳ ሌመን ከተማ አዋሽ አቡጉቱ አካባቢ እና በሰበታ አዋስ ወረዳ አለም ገና አካባቢ ትራንስፎርመር ሲሰርቁ እጅ ከፈንጅ የተያዙ ሶስት ግለሰቦች በቁጥጥር ስር ውለዋል።	Oromia
51.	17/02/2015	ዳሽን ባንክ በ2014 ዓ.ም የባንክ ኢንደስትሪውን የሚፈትኑ በርካታ ተግዳሮቶች ቢኖሩም በበጀት ዓመቱ መጨረሻ 3.8 ቢሊዮን ብር ከታክስ በፊት ትርፍ ማግኘቱን ገለጸ።	Addis Ababa
52.	17/02/2015	ለይርጋለም ግብርና ማቀነባበሪያ እንዲስትሪ ፓርክ አሸካዶ እያመረቱ የሚያቀርቡ ማህበራት ለአንድ ኪሎ ምርት የሚከፈለው ክፍያ በቂ አይደለም ስለ ቅሬታቸውን አቅርበዋል።	Sidama
53.	24/02/2015	በደቡብ አፍሪካ ሲካሄድ በነበረው የፕሪቶሪያ ንግር ሙሉ በሙሉ ኢትዮጵያ ያቀረበችው ሀሳብ ተቀባይነት ማግኘቱ ለኢትዮጵያ የዲፕሎማሲ ስኬት መሆኑን ጠቅላይ ሚኒስትር ዶ/ር አብይ አህመድ ተናገሩ።	Addis Ababa
54.	24/02/2015	ኢትዮጵያ በመላው የመከላከያ ሰራዊት መስዋዕትነት ድል መቀዳጀቷን የመከላከያ ሚኒስትር ዶ/ር አብርሐም በላይ ተናገሩ።	Addis Ababa
55.	24/02/2015	ጥቅምት 24ን “መቼም አንረሳውም!” በሚል መሪ ሀሳብ ዕለቱን የሚስታውስ ፕሮግራም በአዲስ አበባ ከተማ አስተዳደር ቅጥር ግቢ ውስጥ ተካሂዷል።	Addis Ababa
56.	24/02/2015	ትናንት በደቡብ አፍሪካ ፕሪቶሪያ የተደረሰውን ዘላቂ የሰላም ስምምነት ተከትሎ በርካቶች በቲዊተር ገጻቸው መልዕክቶቻቸውን እያካፈሉ ነው።	Addis Ababa

57.	24/02/2015	የኢ.ፌ.ዲ.ሪ ፕሬዚደንት ሳህለ ወርቅ ዘውዴ ከኮትዲቫር ፕሬዚደንት ኦሊጎኔ ኦታራ ጋር ተወያይተዋል።	Addis Ababa
58.	24/02/2015	“የዛሬው ቀን ኢትዮጵያና ሠላም ድል ያገኙበት ነው” ሲሉ የጠቅላይ ሚኒስትሩ የደህንነት አማካሪ ሚኒስትር አምባሳደር ፊድዋን ሁሴን ገለጹ።	Addis Ababa
59.	24/02/2015	ጥቅምት 24 ቀን 2013 ዓ.ም በመከላከያ ሰራዊት ሰሜን እዝ ላይ የተፈጸመው ጥቃት 2ኛ ዓመት መታሰቢያ በተለያዩ ከተሞች ታስቦ ውሏል።	More than one region
60.	24/02/2015	በአሜሪካ የኢትዮጵያ አምባሳደር ኢንጂነር ስለሽ በቀለ “ምስጋና ኢትዮጵያ በፅናት እንድትቆም ራሳቸውን አሳልፈው ለሰጡት ለታገሉትና ለሠላም ስምምነቱ ላስቻሉት ሁሉ!” ሲሉ ምስጋናቸውን አቀረቡ።	Addis Ababa
61.	24/02/2015	የአፍሪካ ህብረት ኮሚሽን ሙሳ ፋኪ ማህመት ህብረቱ የኢትዮጵያ መመንግስትና ህወሀት ለደረሱት የሰላም ስምምነት ዘላቂ የሚያደርገውን ድጋፍ አጠናክሮ እንደሚቀጥል አስታወቀ።	Addis Ababa
62.	24/02/2015	በአፍሪካ ህብረት አማካኝነት ለተደረሰው የሰላም ስምምነት ስኬት አሜሪካ ድጋፍን ትቀጥላለች ሲሉ የአሜሪካ ውጭ ጉዳይ ሚኒስትር አንቶኒ ብሊንክን ገልጸዋል።	Addis Ababa
63.	01/03/2015	አለም አቀፍ የማዕድን ኤክስፖርት ኢትዮጵያ ያላትን የማዕድን ሀብት ለአለም አቀፍ ታዳሚያን ለማስተዋወቅ ያግዛል ሲሉ ፕሬዚደንት ሳህለወርቅ ተናገሩ።	Addis Ababa
64.	01/03/2015	የአፍሪካን ችግር በአፍሪካዊያን መፍትሔ በመስጠት ሂደት ውስጥ በኢኮኖሚ ውህደት እንዲሳካ የበኩሉን ሚና እየተወጣ መሆኑን የኢትዮጵያ አዋጅ መንገድ አስታወቀ።	Addis Ababa
65.	01/03/2015	የሰባዊ ዕርዳታ በአፋጣኝ ለማድረስ የሚያግዙ አራት ቡድኖች ተቀቅረው ስራ ጀምረዋል ሲል የመንግስት ኮሙኒኬሽን አገልግሎት አስታውቋል።	Addis Ababa
66.	01/03/2015	2.6 ሚሊዮን ዶላር የውጭ ምንዛሬ ማዳን የምያስችል የጋምቤላ አሳ ቴክኖሎጂ ልማት ፕሮጀክት በቅርቡ እንደሚመረቅ የኢኮኖሚክስና ቴክኖሎጂ ሚኒስትር አስታውቋል።	Gambella
67.	01/03/2015	የትምህርት ሚኒስቴር በየአካባቢው የሚገኙ ሞዴል አዳሪ ት/ቤቶች በየአካባቢያቸው ከሚገኙ የደብዳቤዎች ጋር ሊኖራቸው ስለሚገባ ግንኙነት አሰራር እንደሚዘረጋ ገለጹ።	Addis Ababa
68.	01/03/2015	የአማራ ክልል ርዕሰ መስተዳድር ይልቃል ከፋለና ምክትላቸው ዶክተር ጌታቸው ጀንበርን ጨምሮ የክልልና የዞን ከፍተኛ አመራሮች የታችኛው ርብ መስኖ ፕሮጀክትን የግንባታ ሂደት ጎብኝተዋል።	Amhara
69.	01/03/2015	የቤንሻንጉል ጉምዝ ክልል ከፍተኛ የስራ ኃላፊዎች በወቅታዊ ሀገራዊ ጉዳዮች ዙሪያ ወይይት ማድረግ ጀምረዋል።	Benshangul Gumuz
70.	08/03/2015	ጠቅላይ ሚኒስትር አብይ አህመድ የፀረ-ሙስና ኮሚቴ መቋቋሙን ይፋ አደረጉ።	Addis Ababa
71.	08/03/2015	ለሀገራዊ ምክክሩ መሳካት የፋይናንስ ተቋማት የመንግስት ልማት	Addis

		ድርጅቶች የራሳቸውን ሚና ሊወጡ ይገባል ተባለ።	Ababa
72.	08/03/2015	31ኛው ሀገር አቀፍ የትምህርት ጉባዔ የቅድመ ጉባዔ ምክክር መድረክ ዛሬ በሐዋሳ ከተማ መካሄድ ጀምሯል።	Sidama
73.	08/03/2015	በመዲናዋ የመሬት አሰጣጥ አገልግሎት ወጥነት የሌለውና ለሌብነት የተጋለጠ በመሆኑ ለአንግልት ዳርጎናል ሲ.ሉ ኢ.ዜ.አ ያነጋገራቸው የአዲስ አበባ ነዋሪዎች ገለፁ።	Addis Ababa
74.	08/03/2015	የተጀመረውን የሥላም ሂደት በዘላቂነት ለማፅናት ሁሉም ወገን በቅንነትና በኃላፊነት ሚናውን ሊወጣ እንደሚገባ የኦሮሞ አባባዎች ህብረት ፀኑሪና የቱለማ አባባዎች ጎበና ሆላ ጥሪ አቀረቡ	Oromia
75.	08/03/2015	በአዲስ አበባ ከተማ አስተዳደር ከ246 ሺህ በላይ በጎ ፈቃደኞች የሚሳተፉበት የበጋ በጎ ፍቃድ አገልግሎት ማስጀመሪያ መርሃ ግብር ተካሂዷል።	Addis Ababa
76.	08/03/2015	የቅዱስ ጳውሎስ ሆስፒታል በኮቪድ ምክንያት አቋርጦት የነበረውን የኩላሊት ንቅለ ተከላ ህክምና ከመስከረም 18 ጀምሮ አገልግሎት መስጠት መጀመሩን አስታውቋል።	Addis Ababa
77.	08/03/2015	የሐዋሳ ከተማን ለነዋሪዎች ምቹ ለማድረግ እየተሰራ ስለመሆኑ ተገልጧል።	Sidama
78.	08/03/2015	በሸዋ ሮቢት ከተማ ያለውን የንፁህ ውሃ መጠጥ አቅርቦት ችግር ለመቅረፍ ከአጋር ድርጅቶች ጋር እየተሰራ መሆኑን የከተማዋ የውሃና ፍሳሽ አገልግሎት ጽ/ቤት አስታውቋል።	Amhara
79.	15/03/2015	በዚህ ዓመት መሰጠት ለሚጀምረው የመውጫ ፈተና የመንግስት ከፍተኛ ትምህርት ተቋማት ዝግጅት እያደረጉ መሆኑን አስታወቁ።	More than one region
80.	15/03/2015	የሐሮማያ ዩኒቨርሲቲ ባቀረበላቸው ምርጫ ዘር ምክንያት “አካባቢያችንን ጥለን ከመሰደድ ድነናል” ሲሉ በምስራቅ ሀረርጌ ዞን የሚገኙ አርሶ አደሮች ተናገሩ።	Oromia
81.	15/03/2015	በአርሲ ዞን የጎለልቻ ወረዳ እንጎሌ ሀራ አርሶ አደሮች በመንገድ ችግር ሳቢያ ምርታችንን በተገቢ ዋጋ አውጥተን ለመሸጥ ተቸግረናል ሲሉ ቅሬታ አቀረቡ።	Oromia
82.	15/03/2015	ምክትል ጠቅላይ ሚኒስትርና የውጭ ጉዳይ ሚኒስትር አቶ ደመቀ መኮንን ከናይጄሪያው የውጭ ጉዳይ ሚኒስትር ጀፍራ ኤኒያማ ጋር ኒያሚ ውስጥ በሁለትዮሽ አህጉራዊ ጉዳዮች ዙሪያ ተወያይተዋል።	Addis Ababa
83.	15/03/2015	17ኛው የኢንተርኔት አስተዳደር ጉባኤ በቀጣይ ሳምንት በአዲስ አበባ ይካሄዳል።	Addis Ababa
84.	15/03/2015	በርካታ የአዲስ አበባ ነዋሪዎች የአብርሃም ቤተ መጻሕፍትን እየጎበኙ ይገኛሉ።	Addis Ababa
85.	15/03/2015	የኢንዱስትሪ ፓርኮች ወደ ቀጣይ ልማት ለማሸጋገር ፖሊሲዎችን በድጋኔ ማየትና አቅጣጫዎችን መከለስ አስፈላጊ መሆኑን የኢንቨስትመንት ኮሚሽን ኮሚሽነር ሌሊሴ ነሚ ተናገሩ	Addis Ababa
86.	15/03/2015	በአዳማ ከተማ የሚኖሩ አቅመ ደካሞች ነዋሪዎች የመኖሪያ ቤት ችግርን ለመቅረፍ እየሰራ መሆኑን የአዳማ ከተማ አስተዳደር	Oromia

		አስታውቋል።	
87.	15/03/2015	አባይ ባንክ በ2014 በጀት ዓመት 13 በመቶ እድገት ማሳየቱን አስታወቀ።	Addis Ababa
88.	22/03/2015	በጠቅላይ ሚኒስትር አብይ አህመድ ይፋ የተደረገው ሀገራዊ የሌማት ትሩፋት ፕሮጀክትን ለመደገፍ እየሰሩ መሆናቸውን የቦንጋና ዲላ ዩኒቨርሲቲዎች ገለጹ።	More than one region
89.	22/03/2015	በጠቅላይ ሚኒስትር አብይ አህመድ ከተመድ ዋና ፀጋፊ አንቀሳቃሽ ጉተሬዝና ከአፍሪካ ህብረት ሊቀ መንበር ሙሳ ፋኪ መሐማት ጋር ተወያይተዋል።	Addis Ababa
90.	22/03/2015	በሀገር አቀፍ ደረጃ የሌች አይ ቪ ስርጭት እየቀነሰ የመጣ ቢሆንም በአንዳንድ ክልሎችና ከተሞች በከፍተኛ ሁኔታ እየጨመረ እንደሚገኝ የጤና ሚኒስትር አስታውቋል።	Addis Ababa
91.	22/03/2015	ዩኒቨርሲቲ ለኢትዮጵያ ዲሞክራሲ ትራንስፎርሜሽን ስራና ለማህበረሰብ ፊደላዎች አቅም ግንባታ ድጋፍ እንደሚያደርግ ገልጿል።	Addis Ababa
92.	22/03/2015	የበይነ መረብ አስተዳደር ጉባኤን አፍሪካዊ አጀንዳ እንዲይዝ ማድረግ መቻሉን የኢኮኖሚና ቴክኖሎጂ ሚኒስትር ዴቤታ ሁሬ አሊ ገልጸዋል።	Addis Ababa
93.	22/03/2015	በኢትዮጵያ ያለውን ምቹ ሁኔታ በመጠቀም የውጭ ባለሀብቶች ኢንቨስት እንዲያደርጉ የኢትዮጵያ ኢንቨስትመንት ኮሚሽን ጥሪ አቅርቧል።	Addis Ababa
94.	22/03/2015	በቤንሻንጉል ጉምዝ ክልል መተክል ዞን በአካባቢው የተገኘውን አንጻራዊ ሰላም በማስጠበቅ በጸጥታ ችግር የተቋረጡ የልማት ስራዎችን ለማስቀጠል አየተሰራ መሆኑ ተገለጸ።	Addis Ababa
95.	22/03/2015	አነጋጋሪው የሲሚንቶ ምርት አሁንም በኢኮኖሚው ላይ ከፍተኛ ጫና በመፍጠር ላይ ይገኛል።	Addis Ababa
96.	22/03/2015	በኦሮሚያ ክልል በበጋ መስኖ ስንዴ ልማት በዘር ሊሸፈን ከታቀደው 1 ሚሊዩ ሄክታር መሬት ውስጥ ከ 650 ሺ ሄክታር በላይ መሬት ዘር መዘጋጀቱን የክልሉ ግብርና ቢሮ አስታውቋል።	Oromia
97.	22/03/2015	የትግራይ ታጣቂዎች ትጥቅ የሚፈቱበትን ዝርዝር እቅድ የሚሰራው የባለሙያዎች የጋራ ኮሚቴ ሽራ ላይ እየመከረ ይገኛል	Tigray
98.	22/03/2015	በርካታ አማኝ እንዳለ በሚነገርላት ኢትዮጵያ ሌብነት በዚህ ደረጃ መስፋፋቱ እንዲሁም ህዝቡን ለምሬት ሲዳርግ መመልከት እጅግ አሳዛኝ ነው ሲሉ የሀይማኖት መምህራን ተናግረዋል።	Addis Ababa
99.	22/03/2015	በሲራንቃ ግብርና ምርምር የቀረበላቸውን መልካም የተባለ ማሽላ ዝርያ ተጠቃሚ መሆናቸውን በአማራ ክልል ኦሮሞ ብሄረሰብ ዞን አርሶ አደሮች ተናግረዋል።	Amhara
100.	29/03/2015	- (Nation nationalities day) -	-
101.	30/03/2015	የምስራቅ አፍሪካ የልማት በየነ መንግስታት በተገባደደው የአውሮፓውያን ዓመት በኢትዮጵያና ሱዳን ሰላም ለማምጣት ስኬታማ ስራ መስራቱን አስታወቀ።	Addis Ababa

102	30/03/2015	የኢትዮጵያ ብሔራዊ ምርጫ ቦርድ የዲጅታል መረጃ ዝግጅትን በሙከራ ደረጃ አስተዋወቀ።	Addis Ababa
103	30/03/2015	የግለሰቦች የተለያዩ ስራ መስራት ብቻውን የኑሮ ውድነቱን ለማቃለል እንደ አንድ መፍትሔ ተደርጎ ሊወሰድ እንደሚገባ የዘርፉ ባለሙያዎች ተናገሩ።	Addis Ababa
104	30/03/2015	የአዲስ አበባ ከተማ አስተዳደር ማንኛውም ቋሚ ንብረት ስም ዝውውር አገልግሎት በጊዜያዊነት መታገዱን አስታወቀ።	Addis Ababa
105	30/03/2015	ለሀገር ሰላምና አንድነት የተቋቋመው ሀገራዊ የምክክር ኮሚሽን በሳይንሳዊ መንገድ በመደገፍ ለውጤታማነቱ የምሁራን ተሳትፎ ከፍ ማለት አለበት ተባለ።	More than one region
106	30/03/2015	ብልጽግና ፓርቲ 1ኛ አስቸኳይ ጠቅላላ ጉባኤውን በሐዋሳ ከተማ በማካሄድ ላይ ነው።	Sidama
107	30/03/2015	በ2015 ዓ.ም የመሀር ወቅት ከ 4ሚሊዮን በላይ ተፈጥሮ ማዳበሪያ ለማዘጋጀት እየተሰራ መሆኑን የግብርና ሚኒስቴር ገለጸ	Oromia
108	30/03/2015	ከሁመራ ማከፋፈያ ኤሌክትሪክ የሚያገኙት በርካታ ቀበሌዎች ላይ የሚገኘው የዝቅተኛና መካከለኛ ጥገና መጠናቀቁ ተገለፀ።	Amhara
109	30/03/2015	የባህር ዳር ዩኒቨርሲቲ ራስ ገዝ ሆኖ ለመስራት ቅድመ ዝግጅት እየተደረገ መሆኑን የዩኒቨርሲቲው ፕሬዝደንት ተናገሩ።	Amhara
110	06/04/2015	በኢትዮጵያ የትምህርት ስርዓቱ በችግር ላይ እንደሚገኝ የአዲስ አበባ ዩኒቨርሲቲ አስታወቀ።	Addis Ababa
111	06/04/2015	የክረዩ ዳቦ ፋብሪካ በአዲስ አበባ በቀን 250 ሺህ ዳቦ በማምረት ስራውን ጀመረ።	Addis Ababa
112	06/04/2015	ጠቅላይ ሚኒስትር አብይ አህመድ ከአሜሪካ የንግድ ተወካይ አምባሳደር ካትሪን ታይ ጋር ተወያዩ።	Addis Ababa
113	06/04/2015	ለኢትዮጵያ ስርዓተ ምግብ መሻሻል የሚያደርገውን ድጋፍ አጠናክሮ ዕንደሚቀጥል አልያንስ አፍ በዩቨርሲቲና ሲያት የተባለው ተቋም አስታወቀ።	Addis Ababa
114	06/04/2015	የአሜሪካ-አፍሪካ የመሪዎች ጉባኤ ኢትዮጵያ የውስጥ ችግሯን ፈትታ በዓለም አቀፍ መድረክ ያላትን ታሪካዊ ኃላፊነት ወደ መወጣት የተመለሰችበት ብሏል ውጭ ጉዳይ ሚኒስቴር።	Addis Ababa
115	06/04/2015	በፌደራል መንግስትና በህወሀት መካከል የተደረገውን ስምምነት ተከትሎ በግጭት ምክንያት ተቋርጠው የነበሩ መሰረተ ልማቶችን ለመጠገን ስራዎች መጀመራቸው ይታወቃል።	More than one region
116	13/04/2015	ከአራት ዓመታት በፊት በመጀመሪያው የአረንጓዴ አሻራ መርሃ ግብር የተተከሉ ችግኞች ዛሬ ላይ ወደ ደንክ መቀየር እንደሚገባቸው ተገለጸ።	Addis Ababa
117	13/04/2015	የትምህርት ጥራትን ለማሻሻል ወሳኝ እንደሆነ የታመነበት የመውጫ ፈተና ለመስጠት ዝግጅት እያደረገ መሆኑን የጅንካ ዩኒቨርሲቲ ገለጸ።	SNNP
118	13/04/2015	ምሁራን በእውቀት ላይ የተመሰረተ የመፍተሔ ሐሳብ በማፍለቅ በሀገረ መንግስት ግንባታ ላይ የመሪነት ሚናቸውን እንዲወጡ የሰላም ሚኒስቴር ጥሪ አቅርቧል።	Addis Ababa

119	13/04/2015	ትምህርት ሚኒስቴር ከዚህ ዓመት ጀምሮ በሁሉም የከፍተኛ ትምህርት ተቋማት በሁሉም የትምህርት መስኮች ለተመራቂዎች የመውጫ ፈተናን ይሰጣል።	Addis Ababa
120	13/04/2015	በሀገር አቀፍ ደረጃ የሚሰጠው የተቀናጀ የኩፍኝ በሽታ መከላከያ ክትባት ከፀ ወር እስከ 5 ዓመት ለሆኑ ህጻናት በአዲስ አበባ በይፋ መስጠት ተጀምሯል።	Addis Ababa
121	13/04/2015	በአማራ ክልል የተቀናጀ የኩፍኝ በሽታ መከላከያ ክትባት መስጠት ተጀምሯል።	Amhara
122	13/04/2015	የሰላም ስምምነቱ ተግባራዊ መደረጉን ተከትሎ አካባቢያቸው ወደ ሠላማዊ እንቅስቃሴ መመለሱን የወልቃይት ጠገዴ ሰቲት ሁመራ ነዋሪዎች ተናገሩ።	Amhara
123	13/04/2015	የባሌ ሮቤ ጎሮ ሶፍ ኡመር ጊነር የመንገድ መጋጠሚያ ማሻሻያ ፕሮጀክት ማስጀመሪያ ስነ ስርዓት በዛሬው ዕለት ከፍተኛ የፌደራልና የክልል ባለስልጣናት በተገኙበት በባሌ ዞን ሶፍ ኡመር በይፋ ተጀምሯል።	Oromia
124	20/04/2015	መንግስት በአዲስ መልክ የጀመረውን የጸረ ሙስና ትግል ለመጎተትና የመንግስትን እጅ ለመጠምዘዝ የሚደረግ ሙከራ ከህግ አንጻር ተቀባይነት የለውም ሲሉ የህግ ምሁራን ተናገሩ።	Addis Ababa
125	20/04/2015	በሀገር አቀፍ ደረጃ የገለልተኛ አማካሪ ቡድን ተመሰረተ።	Addis Ababa
126	20/04/2015	ሲሚንቶ በነጻ እንዲንቀሳቀስ መፈቀዱ ለተደራሽነት እድል እንደሚፈጥር ተጠቆመ።	Addis Ababa
127	20/04/2015	ኢትዮጵያ በዲፕሎማሲ መስክ ብሄራዊ ጥቅሟን ከማስጠበቅ ባለፈ ለአፍሪካ ጥቅምና ፍላጎት መከበር የምታደርገውን ጥረት አጠናክሮ የምትቀጥል መሆኑን በተመድ የቀድሞ የኢትዮጵያ ቋሚ መልዕክተኛ አምባሳደር ታዬ አፅቀሥላሴ ገለጹ።	Addis Ababa
128	20/04/2015	ደረሰኝ ሳይዙ ሸቀጦችን ጭነው በሚንቀሳቀሱ ነጋዴዎች ላይ ርምጃ ሊወስድ መሆኑን የገቢዎች ሚኒስቴር አስታውቋል።	Addis Ababa
129	20/04/2015	የነዳጅና ኢነርጂ ባለስልጣን ግጭት በነበረባቸው የሰሜን ኢትዮጵያ አካባቢዎች ነዳጅ የሚያከፋፍሉ 14 ኩባንያዎችን በቀጥታ ከጅቡቲ ነዳጅ እንዲጭኑ መፍቀዱን አስታውቋል።	Addis Ababa
130	20/04/2015	ሁለተኛው ዙር ኩራት በሀገር ምርት የኢትዮጵያ ታምርት ሀገራዊ ንቅናቄ በድሬዳዋ ከተማ እየተካሄደ ነው።	Dire Dawa
131	20/04/2015	በዳግማዊ ምኒልክ ሪፈራል ሆስፒታል ከወራት በፊት እንደ አዲስ የተከፈተው የኩላሊት እጥበት ማዕከል አገልግሎቱን በ ሶስት ፈረቃ በማሳደግ ለብዙ ታካሚዎች እፎይታ እንደፈጠረ ተገለጸ።	Addis Ababa
132	20/04/2015	መጭውን የገና በዓል ተከትሎ በአዲስ አበባ ከተማ የተለያዩ አካባቢዎች የገበያ ድባብ በስፋት እየታየ ይገኛል።	Addis Ababa
133	20/04/2015	በቤንሻንጉል ጉምዝ ክልል አቡራሞ ወረዳ እስካሁን 2.5 ሚሊዮን ኩንታል ምርት መሰብሰቡ ተገለጸ።	Benshan gul Gumz
134	27/04/2015	የኢትዮጵያ ህዝብ እንባ ጠባቂ ተቋም የፌደራል ሚኒስቴር መስሪያ ቤቶች የመልካም አስተዳደር አፈጻጸም ለመሰከት	Addis Ababa

		የሚያስችል መመሪያ ተግባራዊ ሊያደርግ መሆኑን አስታወቀ።	
135	27/04/2015	መንግስት በትግራይ ክልል ከ210 በላይ ተሸከርካሪዎችን በመጠቀም የዕለት ደራሽ ድጋፍ እያደረገ መሆኑን አስታውቋል።	Tigray
136	27/04/2015	የህዝብ ተወካዮች ምክርቤት እና ቋሚ ኮሚቴዎች የመስክ ምልክታን ጨምሮ የሚያደርጉት ቁጥጥርና ክትትል ተግባር ይበልጥ ለማጠናከር ወጥ የሆነ አሰራርን ለማስፈን የሚያስችል ክትትልና ቁጥጥር መመሪያ ላይ ወይይት ተደርጓል።	Addis Ababa
137	27/04/2015	በአዲስ አበባ ከ280 ሺህ በላይ እንጀራ ፋብሪካ በለሚ ኩራ ክ/ከተማ መሰረት ድንጋይ ተቀምጧል።	Addis Ababa
138	27/04/2015	በአንድ ሳምንት ጊዜ ውስጥ ብቻ ከ360 ሺህ ሊትር በላይ ነዳጅ ወደ ትግራይ ክልል መጓዝን የኢትዮጵያ ነዳጅና ኢነርጂ ባለስልጣን አስታውቋል።	Tigray
139	27/04/2015	የደሮና ወተት አቅርቦትን ችግር በመፍታት ራስን በኢኮኖሚ ለማጠናከር የከተማ ግብርና እየተገበሩ መሆኑን በቦንጋ ከተማ በዘርፉ የተሰማሩ ግለሰቦች ተናገሩ።	South west Ethiopia
140	27/04/2015	ለገና እና ጥምቀት በዓላት አስፈላጊ የመሰረታዊ ፍጆታ ሸቀጦች በበቂ ሁኔታ ለገበያ መቅረባቸውን የደቡብ እና ደቡብ ምዕራብ ኢትዮጵያ ክልሎች ንግድ ቢሮዎች አስታወቁ።	More than one region
141	27/04/2015	በወረዳቸው ውስጥ ቡናን በስፋት ቢያያመርቱም በራሱ ስያሜ ወደ ገበያ መቅረብ ባለመቻሉ ተጠቃሚ መሆን አልቻልንም ሲሉ የአርሲ ዞን ጎለልቻ ወረደ አርሶ አደሮች ተናግረዋል።	Oromia
142	27/04/2015	በአዲስ አበባ እንስሳትን ከነ ነብሳቸው በኪሎ የመሸጥ እየተለመደ መጥቷል።	Addis Ababa
143	27/04/2015	የአዲስ አበባ ፖሊስ ኮሚሽን መጭውን የገና በዓል በሰላም እንዲከበር አስፈላጊውን የጸጥታ ዝግጅት ማድረጉን አስታውቋል።	Addis Ababa
144	04/05/2015	በኢትዮጵያ የተንሰራፋውን ሙስና ለመከላከል የተጀመረውን ትግል ከ ግብ ለማድረስ ሊያደናቅፉ ሙከራዎች ላይ ቁርጠኝነት እያሳዩ መሄድ እንደሚገባ የህግ ምሁራን ተናገሩ።	Addis Ababa
145	04/05/2015	በሰሜን ምዕራብ አዲስ አበባ ገቢዎች አነስተኛ ግብር ከፋዮች ጽ/ቤት በስሩ ላሉ ታማኝ ግብር ከፋዮች የእውቅና መስጠት መርሃ-ግብር እያካሄደ ነው።	Addis Ababa
146	04/05/2015	የአዲስ አበባ ከተማ አስተዳደር ካብኔ ባካሄደው የ2ኛ ዓመት 8ኛ መደበኛ ስብሰባው ከብዝሃ ቋንቋ ከሪኩለም ጋር በተያያዘ የተለያዩ ውሳኔዎችን አሳለፈ።	Addis Ababa
147	04/05/2015	የኢትዮጵያ ሐይማኖት ተቋማት ጉባኤ ከጎንደር ከተማ አስተዳደር እና ከጎንደር ዩኒቨርሲቲ ጋር በመተባበር የአብሮነት ወይይት ተካሂዷል።	Addis Ababa
148	04/05/2015	የኢ.ፌ.ዴ.ሪ አየር ኃይል የሙያ ማሻሻያ ያደረጉ የአየር ኃይል ነባር አባላትና አዲስ መሰረታዊ ውትድርና ያጠናቀቁ የአየር ኃይል ምልምሎችን እያስመረቀ ነው።	Addis Ababa
149	04/05/2015	የሽብር ቡድኑንን ሸኔ ፍላጎት ለማምከን የመከላከያ ሰራዊት ከፍተኛ አመራሮች በምስራቅ ወለጋ ዞን ጊዳ አያና ወረዳ አንገር	Oromia

		ጉቴ ከተማ ከሀይማኖት አባቶች፣ ከሀገር ሽማግሌዎች እና ከወጣቶች ጋር ተወያይተዋል።	
150	04/05/2015	የመስቀል አደባባይ ዘመናዊ የመኪና ማቆሚያ በአዲስ አበባ የፓርኪንግ አገልግሎት እየሰጡ ካሉ ስፍራዎች መካከል አንዱ ነው።	Addis Ababa
151	04/05/2015	የማዕድን ሚኒስቴር ባለፉት ስድስት ወራት ስኬታማ አፈጻጸም ማድረጉን ገልጿል።	Addis Ababa
152	04/05/2015	የጥምቀት በዓል ደምቆ ከሚከበርባቸው ከተሞች አንዷና ዋነኛው በሆነችው የጎንደር ከተማ በዓሉን በተሳካ ሁኔታ አክብሮ ለማጠናቀቅ የሚያስችሉ ዝግጅቶች ማድረግን በተደጋጋሚ አስታውቃለች።	Amhara
153	11/05/2015	የጥምቀት በዓል በአዲስ አበባ ጃንሜዳ በኦርቶዶክስ እምነት ተከታዮች ዘንድ በድምቀት እየተከበረ ነው።	Addis Ababa
154	11/05/2015	በጎንደር ከተማ የጥምቀት በዓል አከባበር ላይ የታየው እንግዳ ተቀባይነትና የበዓሉ አከባበር የሚደነቅ መሆኑን የበዓሉ ተሳታፊዎች ተናገሩ።	Amhara
155	11/05/2015	በጥምቀት በዓል ላይ የተመለከቱት ደማቅ ሀይማኖታዊ ስርዓትና አልባሳት በእጅጉ እንዳስደነቃቸው በ ጃንሜዳ አከባበር ላይ የተገኙ ቱሪስቶችና የውጭ ሀገራት ዜጎች ተናግረዋል።	Addis Ababa
156	11/05/2015	በዝዋይ ደንበል ሐይቅ ላይ የጥምቀት በዓል ለየት ባለ መልኩ ደምቆ ተከብሯል።	Oromia
157	11/05/2015	የተለያዩ ኤምባሲዎች ለክርስትና እምነት ተከታዮች ለጥምቀት በዓል መልካም ምኞታቸውን ገልጸዋል።	Addis Ababa
158	11/05/2015	የኦሮሚያና የቤንሻንጉል ጉምዝ ክልል ከፍተኛ አመራሮች በሁለቱ ክልሎች ሠላምና ጸጥታ ጉዳዮች ዙሪያ በአሰሳ ከተማ ተወያይተዋል።	Benshan gul Gumz
159	18/05/2015	መንግስት ለጤናው ዘርፍ ትኩረት ሠጥቶ እየሰራ ቢሆንም ዘርፉን የበለጠ ውጤታማ ለማድረግ ግን የግሉ ዘርፍ ተሳትፎ አስፈላጊ መሆኑን የጤና ሚኒስትር ዶ/ር ሊያ ታደሰ ተናገሩ።	Addis Ababa
160	18/05/2015	ከቤንዚን ጋር ተያይዞ በነዳጅ ማደያዎች ያለው ህገ ወጥ ንግድ የዕለት ተዕለት ስራቸው ላይ እክል መፍጠሩን የጂ.ማ ከተማ ባጃጅ አሽከርካሪዎች ለፋና ቢ ሲ ተናገሩ።	Oromia
161	18/05/2015	5 አባላት ያሉት የትምህርት ሚኒስቴር የስራ ኃላፊዎች ቡድን ዛሬ ወደ መቀሌ ያቀናል ተባለ።	Tigray
162	18/05/2015	በ 2025 ዲጂታል ኢትዮጵያን እውን ለማድረግ ለተያዘው እቅድ እንዲያግዝ የኢኮኖሚክስና ቴክኖሎጂ ሚኒስቴር ሶፍት ዌር አልምቶ ወደ ስራ ማስገባቱን አስታውቋል።	Addis Ababa
163	18/05/2015	የአለም ባንክ ለኢትዮጵያ የ 745 ሚሊዮን ዶላር ድጋፍ አደረገ።	Addis Ababa
164	18/05/2015	በኦሮሚያ ክልል በድርቅ ምክንያት ለችግር ለተጋለጡ 3.5 ሚሊዮን ወገኖች ድጋፍ እያቀረበ መሆኑን የኦሮሚያ ቡሳ ጎኖፋ የሎጅስቲክስ ምላሽና መልሶ ማቋቋም ገለፀ።	Oromia
165	18/05/2015	የሶማሌ ክልል ከፍተኛ አመራሮች በተመድ የሰበአዊ ርዳታ	Somali

		ድርጅት ረዳት ዋና ጸኃፊ እና በኢትዮጵያ የተመድ የሰበአዊ ጉዳዮች ማስተባበሪያ ጽ/ቤት ኃላፊዎች የተመራ ልዑክ ጋር ተወያይተዋል።	
166	18/05/2015	ኃይሌ ሆቴሎችና ሪዞርቶች ግሩፕ በአዲስ አበባ ከተማ ያስገነባው ኃይሌ ግራንድ ሆቴል ሙሉ ዝግጅቱን አጠናቆ ስራ ጀምሯል።	Addis Ababa
167	18/05/2015	36ኛው የአፍሪካ ህብረት የመሪዎች ጉባኤና 42ኛው የአፍሪካ ህብረት ስራ አስፈጻሚዎች ጉባኤ በፈረንጆቹ ከየካቲት 15 - 19 ድረስ በአዲስ አበባ ይካሄዳል።	Addis Ababa
168	18/05/2015	በመተከል ዞን እና በታላቁ ህዳሴ ግድብ መካከል የተገኘው አንጻራዊ የሰላም ለውጥ ለእድገታችን መሰረት የሚጥል ነው ሲሉ የቤንሻንጉል ጉምዝ ክልል ርዕሰ መስተዳድር ተናገሩ።	Benshan gul Gumz
169	25/05/2015	“የትናንት ዘር፣ የዛሬ ፍሬ፣ የነገ ስንቅ!” ሲሉ ጠቅላይ ሚኒስትር አብይ አህመድ ተናገሩ።	Addis Ababa
170	25/05/2015	በየካቲት ወር ለሚካሄደው የአፍሪካ ህብረት ጉባኤ ኢትዮጵያን የሚመጥን ዝግጅት እየተደረገ መሆኑን የውጭ ጉዳይ ሚኒስቴር ዴኤታ አምባሳደር ብረቱካን አያኑ ገለጹ።	Addis Ababa
171	25/05/2015	በተለዋዋጭ የፖለቲካ ሁኔታ ምክንያት ሀገርና ህዝብን ከማስቀደም ፈጽሞ መቆጠብ እንደማይገባ የኢትዮጵያ ዲሞክራሲ ማህበረሰብ አባላት ተናገሩ።	Addis Ababa
172	25/05/2015	የአማራ ክልል ርዕሰ መስተዳድር ከባህር ዳር ከተማ ነዋሪዎች ጋር በወቅታዊ ሀገራዊና ክልላዊ ጉዳዮች ላይ እየተወያዩ ነው።	Amhara
173	25/05/2015	የቤንሻንጉል ጉምዝ ክልል ሰላምን ዘላቂ ለማድረግ ከአጎራባች ክልሎች ጋር በጋራ እየሰራ መሆኑን አስታውቋል።	Benshan gul Gumz
174	25/05/2015	የአዲስ አበባ ከተማ አስተዳደር የ6 ወራት እቅድ አፈጻጸም ሪፖርት ግምገማ በማካሄድ ላይ ይገኛል።	Addis Ababa
175	25/05/2015	በ 3.5 ቢሊዮን ብር የተገነባው የድራዳዋ ደረቅ ወደብና ተርሚናል ዛሬ ተመርቆ አገልግሎት መስጠት ጀምሯል።	Dire Dawa
176	25/05/2015	የአዲስ አበባ ከተማ አስተዳደር የአሽከርካሪና ተሽከርካሪ ፍቃድና ቁጥጥር ባለስልጣን አቃቂ ቃሊቲ ቅርንጫፍ አገልግሎቱን ሙሉ በሙሉ ዲጅታላይዝ ማድረግ በርካታ ቅሬታዎችን ማስቀረት እንዳስቻለው አስታወቀ።	Addis Ababa
177	25/05/2015	በሰሜን ኢትዮጵያ በግጭት ምክንያት ጉዳት ለደረሰባቸው ወገኖች እየቀረበ ያለው 2ኛው ዙር ድጋፍ 71 በመቶ መሰራጨቱን የኢትዮጵያ አደጋ ስጋት ስራ አመራር ኮሚሽን አስታወቀ።	More than one region
178	02/06/2015	የምስራቅ አፍሪካ ተጠባባቂ ኃይል የባለሙያዎች ወይይት በአዲስ አበባ እየተካሄደ ነው።	Addis Ababa
179	02/06/2015	በኦሮሚያ ክልል ቦረና ዞን በቀጠለው ድርቅ ሳቢያ ከ 868ሺህ በላይ ዜጎች አስቸኳይ ድጋፍ የሚያስፈልጋቸው መሆኑን የክልሉ ቡሳ ጎኖፋ ተቋም አስታወቀ።	Oromia
180	02/06/2015	የታላቁን ኢትዮጵያ ህዳሴ ግድብ የግንባታውን ፍጻሜ ለማረጋገጥ በመላው ሀገሪቱ የሚተገበር የድጋፍ ጉዞ በአዲስ አበባ ተጀምሯል	Addis Ababa
181	02/06/2015	በኢትዮጵያ የሚገኙ የተለያዩ አፍሪካ ሀገራት አምባሳደሮችና	Addis

		ከፍተኛ የስራ ኃላፊዎች የአፍሪካ አመራር ልህቀት አካዳሚን ጎበኙ።	Ababa
182	02/06/2015	በግማሽ ዓመቱ ለ3 ዙር የሚያስፈልገው ከ1 ሚሊዮን 78 ሺህ በላይ ሜትሪክ ቶን የዕለት ደራሽ እርዳታ ለማቅረብ ታቅዶ 708 ሺ. 157 ሜትሪክ ቶን መቅረቡን የኢትዮጵያ አደጋ ስጋት ስራ አመራር ኮሚሽን አስታውቋል።	Addis Ababa
183	02/06/2015	የከፍተኛ ትምህርት ተማሪዎች ለየደረጃው መውጫ ፈተና ራሳቸውን እንዲያዘጋጁ ትምህርት ሚኒስቴር አሳስቧል።	Addis Ababa
184	02/06/2015	የደቡብ ክልል አደጋ ስጋት ስራ አመራር ኮሚሽን በቆላማ አካባቢዎች ባለፈው በልግ ወቅት በዝናብ እጥረትና በግጭት ምክንያት ለምግብ እጥረት ለተጋለጡ ዜጎች ድጋፍ እያቀረበ መሆኑን አስታውቀዋል።	SNNP
185	02/06/2015	የአማራ ክልል ትምህርት ቢሮ እየተተገበረ ላለው አዲሱ ስርዓተ ትምህርት ማስተማሪያነት የሚያገለግሉ 2.7 ሚሊዮን መጽሐፍት ማሰራጨቱን አስታውቋል።	Amhara
186	02/06/2015	በኢትዮጵያ መንግስትና በህወሀት መካከል የተፈረመው የሰላም ስምምነት ሀገርን ብቻ ሳይሆን ለቀጠናውና ለአፍሪካ ትልቅ አቅም የፈጠረ መሆኑን ምሁራን ተናገሩ።	SNNP
187	02/06/2015	በጅማ ዞን ሰቃ ጨርቆሳ ወረዳ በሻይ ልማት ዘርፍ የተሰማሩ ወጣቶች የቀጣይ የመስራት ተነሳሽነታቸውን የፈጠረ ጅምር እያዩ መሆናቸውን ገለጹ።	Oromia
188	09/06/2015	ባሳለፍነው ዓመት በምስረቅ አፍሪካ ከ 13 ሚሊዮን በላይ ዜጎች ለአየር ንብረት ለውጥና ለጎርፍ አደጋ መጋለጣቸው ተገለጸ።	Addis Ababa
189	09/06/2015	የህዝብ ደህንነትን አደጋ ላይ እየጣለ ያለውን አሸባሪውን ሼኔና ሌሎች የጸጥታ ችግር በሚፈጥሩ አካላት ላይ በክልሉና በፌደራል የጸጥታ ሀይሎች የተጠናከረ ርምጃ ዕየተወሰደ ነው አለ የአሮሚያ ክልል።	Oromia
190	09/06/2015	በ36ኛው የአፍሪካ ህብረት የመሪዎች ጉባኤ ላይ ለመሳተፍ የሴራሊዮን ፕሬዝዳንት ጁሌስማዳ ባዮ እና የኡጋንዳ ምክትል ፕሬዝዳንት ጀሲካ ሎፓ ዛሬ ማለዳ አዲስ አበባ ገብተዋል።	Addis Ababa
191	09/06/2015	ኢትዮጵያና ናምቢያ በሰላምና ደህንነት ዙሪያ በጋራ ለመስራት የሚያስችላቸውን ስምምነት ተፈራርመዋል።	Addis Ababa
192	09/06/2015	የአዲስ አበባ ከተማ ከንቲቫ ወ/ሮ አዳኝ አበቤ የቀበናን ወንዝ ዳርቻ የልማት ፕሮጀክት የመሰረት ድንጋይ አስቀምጠዋል።	Addis Ababa
193	09/06/2015	የጅማ ዞን ትራንስፖርት ኤጀንሲ የዘረጋው ዘመናዊ የመረጃ አያያዝ ስርዓት የተቀላጠፈ አገልግሎት እንዲያገኙ ማስቻሉን ተገልጿቸው ተናግረዋል።	Oromia
194	09/06/2015	የአፍሪካ ህብረት ከተመሰረተ ወዲህ አዳዲስ ሃሳቦችን ከማመንጨት በተጨማሪ በአዲስ አበባ ያስገነባው ህንጻ የሚጠቀስ ነው።	Addis Ababa
195	09/06/2015	የስራና ክህሎት ሚኒስትር ወ/ሮ ሙፋሪያት ካሚል ከአፍሪካ ልማት ባንክ ምክትል ፕሬዝዳንት ሶሎሞን ኪይኖር ጋር ተወያይተዋል።	Addis Ababa

196	09/06/2015	ከአሁንዋ የሀገሪቱ እድገት ጋር በተመጣጠነ መልኩ የምርመራ ጋዜጠኝነት እኩል አለመጓዙ ዘርፉ የሚጠበቅበትን ሚና እንዳይወጣ አድርጎታል ሲሉ በዲላ ዩኒቨርሲቲ የጋዜጠኝነትና ተግባራት ምሑራን ተናግረዋል።	Oromia
197	09/06/2015	በበአዲስ አበባ ከተማ ቦሌ ክ/ከተማ ወረዳ 12 ልዩ ቦታው ቡልቡላ አካባቢ በተነሳ እሳት አደጋ 10 የንግድ ሱቆች መቃጠላቸውን የእሳትና አደጋ ስራ አመራር ኮሚሽን አስታወቀ።	Addis Ababa
198	16/06/2015	እውነት እንዲወጣ ፍትህ እንዲነግስና እርቅ እንዲወርድ ለማድረግ የሽግግር ፍትህ ትልቅ ጠቀሜታ እንዳለው ምሑራን ተናገሩ።	SNNP
199	16/06/2015	የከተማ መሰረተ ልማት ስራዎችን የተሸለ ውጤታማ የሚያደርጉ አሰራሮችን እየተከተሉ መሆኑን የኦሮሚያና ደቡብ ክልሎች ገለጹ	More than one region
200	16/06/2015	የ2014 ዓ.ም የ12ኛ ክፍል መልቀቂያ ፈተናን ከወሰዱ ተማሪዎች መካከል ጥቂቶች ብቻ ወደ ዩኒቨርሲቲ ማለፍ መቻላቸው ተሸፋፍኖ የቆየውን የተበላሽ የትምህርት ስርዓት ያሳዩ መሆኑ እየተነገረ ይገኛል።	Addis Ababa
201	16/06/2015	በተለያዩ ግንባሮች ሀገራዊ ግዳጃቸውን ሲወጡ የቆጡ የሀገር መከላከያ ክፍተኛ ጦር አዛዦችና አባላት በቡልቡላ ወታደራዊ ማሰልጠኛ የጀግና አቀባበል እየተደረገላቸው ነው።	Addis Ababa
202	16/06/2015	የብሄራዊ ባንክ ገዥ አቶ ማሞ ምህረቱ ከቻይና ማዕከላዊ ባንክ ዳይሬክተር ጀነራል ጋር ተወያይተዋል።	Addis Ababa
203	16/06/2015	በ2014/15 የምርት ዘመን ከ15ሺህ ሄክታር መሬት በምርጥ ዘር በመሸፈነ 219 ሺህ ኩንታል የሚጠጋ ምርት መሰብሰቡን የኢትዮጵያ ግብርና ሰራዎች ኮርፖሬሽን ገልጿል።	Addis Ababa
204	16/06/2015	የኢትዮጵያ መንገዶች አስተዳደር በተጠናቀቀው 6 ወር ላከናወናቸው ስራዎች 26.27 ቢሊዮን ብር ወጭ ማድረጉን ገልጿል።	Addis Ababa
205	16/06/2015	የግሉ ዘርፍ በአቤሽን ኢንዱስትሪ ኢንቨስትመንት ላይ እንዲሰማሩ የኢትዮጵያ ሲቭል አቤሽን ባለስልጣን መስሪያ ቤቱ ጥሪ አቅርቧል።	Addis Ababa
206	16/06/2015	በድንገት ለሞት የሚዳርጉትን ተላላፊ ያልሆኑ በሽታዎችን ለመቆጣጠር በጤና ተቋማት ህብረተሰቡ በቀላሉ አገልግሎት እንዲያገኙ እየተደረገ ነው አለ የኦሮሚያ ክልል ጤና ቢሮ።	Oromia
207	16/06/2015	በሀገር አቀፍ ደረጃ ለ4 ዓመታት ሊተገበር እቅድ የተያዘለት የሌማት ትሩፋት መርሀ-ግብር የምግብ ዋስትናን ለማረጋገጥ አንዱ አላማው አድርጎ ወደ ስራ መግባቱ ይታወሳል።	Dire Dawa
208	16/06/2015	የወላይታ ሶዶ ግብርና ኮሌጅ በግብርናው ዘርፍ ምርታማና ውጤታማ የሆኑ ቴክኖሎጂዎችን በማምጣት ከማላመድ ባለፈ የተሞክሮ ማዕከል እስከመሆን መድረስ ችሏል።	SNNP
209	16/06/2015	የአማራ ክልል ኤሌክትሪክ አገልግሎት ከ 1ሚሊዮን 300ሺህ ብር በላይ በሆነ ወጭ በተለያዩ ከተሞች የመካከለኛ መስመር መልሶ ግንባታና ማስፋፊያ ስራ እያከናወነ ይገኛል።	Amhara
210	16/06/2015	በአዲስ አበባ ከተማ በተለያዩ ዘርፎች መዋዕለ ነዋያቸውን	Addis

		ለሚያፈሱ የሀገር ውስጥና የውጭ ባለ ሀብቶች አስፈላጊው ድጋፍና ክትትል እየተደረገ መሆኑን የአዲስ አበባ ኢንቨስትመንት ኮሚሽን አስታውቋል።	Ababa
211	23/06/2015	“የዓድዋ ድል የፓንአፍሪካኒዝም እንቅስቃሴ መሰረት ነው” ሲሉ የኢ.ፌ.ዲ.ሪ ፕሬዝዳንት ሳህለወርቅ ዘውዴ ተናገሩ።	Addis Ababa
212	23/06/2015	የዓድዋ ድል በዘመኑ የነበሩ መላ ኢትዮጵያዊያን ያስመዘገቡት የጋራ ታሪክ መሆኑን የጦር ሀይሎች ጠቅላይ ኢታማገር ሹም ፊልድ ማርሻል ብርሃኑ ጁላ ተናግረዋል።	Addis Ababa
213	23/06/2015	የዘንድሮው የዓድዋ ድል በዓል በኢትዮጵያ መከላከያ ሰራዊት አስተባባሪነት እንዲከበር መወሰኑ ታሪካዊ መሆኑን የገለጹት ፊልድ ማርሻል ብርሃኑ ጁላ በዓሉ በዚህ መልኩ መከበሩ ትክክለኛ ውሳኔ ነው ብለዋል።	Addis Ababa
214	23/06/2015	“የቀደሙ አባቶቻችን ሉአላዊ፣ አንድነቷንና ነጻነቷን የጠበቀች ሀገርን አስረክበውናል” ያሉት ፊልድ ማርሻል ብርሃኑ ጁላ “በኛ ዘመንም በተለያዩ ጫናዎች ውስጥ ሆንን ታላቁን የአባይ ግድብ ማሳካት መቻላችን ዓድዋን የሚመስል ታላቅ ድል ነው” ብለዋል።	Addis Ababa
215	23/06/2015	“ዓድዋ የኢትዮጵያ ህዝብ ባህል እሴትና ሀገር በቀል እውቀቶች ሳይጠፉ ከትውልድ ወደ ትውልድ እንዲተላለፍ ያስቻለና ቅኝ ገዥዎችን በማሸነፍ የአፍሪካዊያንን ታሪክ የቀየረ ነው” ሲሉ የባህልና ስፖርት ሚኒስትር ቀጆላ መርዳሳ ተናግረዋል።	Addis Ababa
216	23/06/2015	“ዓድዋ የጥቁር ህዝቦች ተምሳሌት የነጻነታችን ማህተም ነው” ሲል የመንግስት ኮሙኒኬሽን አገልግሎት አስታውቋል።	Addis Ababa
217	23/06/2015	የመከላከያ ሚኒስትር የአባቶች ድል ወራሽ ሆኖ በዓሉን በኃላፊነት እየመራ ማክበሩ እንዳስደሰታቸው የጥንታዊት አባት አርበኞች ማህበር ፕሬዝዳንት ልጅ ዳንኤል ጆቴ መስፍን ተናግረዋል።	Addis Ababa
218	23/06/2015	127ኛው የዓድዋ ድል በዓል በተለያዩ ሁኔታዎች በመስቀል አደባባይ በድምቀት ሲከበር ውሏል።	Addis Ababa
219	23/06/2015	መቀመጫቸውን አዲስ አበባ ያደረጉ የተለያዩ ሀገራት ኤምባሲዎች ለ 127ኛው የዓድዋ ድል በዓል የእንኳን አደረሳችሁ መልዕክት አድርገዋል።	Addis Ababa
220	23/06/2015	የዓድዋን ድል በዓል ለሚገጥሙን ችግሮች መውጫ አድርገን ልንጠቀምበት ይገባል ሲሉ የትግራይ ክልል ነዋሪዎች ገልጸዋል።	Tigray
221	23/06/2015	ከዓድዋ ድል በኋላ ኢትዮጵያ በዓለም የነበራት ቦታ ከፍ ያለ ሲሆን በተለይም ኃያል የሚባሉ ሀገራት ኤምባሲዎቻቸውን ኢትዮጵያ ውስጥ እንዲከፍቱ አድርጓቸዋል አሉ ፋና ያነጋገራቸው የታሪክ ምሑር።	Addis Ababa
222	23/06/2015	የዓድዋን ድል ኢትዮጵያ በቅኝ ግዛት እንዳትያዝና ነጻ ሀገር እንድትሆን ከማስቻሉም ባለፈ በቅኝ ግዛት ውስጥ ለነበሩ የአፍሪካ ሀገራት ለነጻነት እንዲታገሉ ያነሳሳ እንደነበር የተለያዩ አፍሪካ ሀገራት ዜጎች ተናግረዋል።	Addis Ababa
223	23/06/2015	ጀግኖች አባቶቻችን በዓድዋ ድል የከፈሉትን መስዋዕትነት ከነጻነት ባለፈ ሰባዓዊ ክብርን ለማስጠበቅ እንደነበር ተገለጸ።	Addis Ababa
224	30-06-2015	በሀገር አቀፍ ደረጃ 2.2 ቢሊዮን ብር ለብክነት መዳረጉን	Addis

		የብሄራዊ ጸረ ሙስና ኮሚቴ ገለጸ።	Ababa
225	30-06-2015	የቴክኒክና ሙያ ተቋማት ለሀገሪቱ ማበርከት የሚጠበቅባቸውን የሰለጠነ የሰው ኃይል በአግባቡ እንዲያበረክቱ በተልዕኮ የመለየት ስራ መሰራቱን የስራና ክህሎት ሚኒስቴር ገለጸ።	Addis Ababa
226	30-06-2015	የአማራ ክልል ምክር ቤት 6ኛው ዙር 2ኛ ዓመት የስራ ዘመን 5ኛ መደበኛ ጉባኤ የ2ኛ ቀን ጉባኤውን ዛሬ እያካሄደ ነው።	Amhara
227	30-06-2015	ጠቅላይ ሚኒስትር አብይ አህመድ ከ5ኛው የተመድ የአዳጊ ሀገራት ጉባኤ ጎን ለጎን ውጤታማ የኢኮኖሚ ዲፕሎማሲ ወይይት ማድረጋቸውን የውጭ ጉዳይ ሚኒስቴር አስታወቀ።	Addis Ababa
228	30-06-2015	ኢትዮጵያና ኬንያ በሀገሪቱ ድንበር አካባቢ የሚከሰቱ የጸጥታ ስጋቶችን በቅንጂት ለመከላከል ተስማሙ።	Addis Ababa
229	30-06-2015	የአድዋ ድል የተደረገበትን ወታደራዊ ጥበብ በስርዓተ ትምህርት ደረጃ ተዘጋጅቶ በወታደራዊ ስልጠና ሊካተት ነው።	Addis Ababa
230	30-06-2015	የአለም የኩላሊት ቀን በኢትዮጵያ ብሄራዊ ትያትር እየተከበረ ነው	Addis Ababa
231	30-06-2015	በኢትዮጵያ በተለያዩ ምክንያቶች የሚያጋጥሙ ችግሮችን ለመፍታት የሚደረገው የመደጋገፍና የመተባበር ባህል ተጠናክሮ ሊቀጥል እንደሚገባ ተነገረ።	Addis Ababa
232	30-06-2015	የኢትዮጵያ አየር መንገድ የሴቶች ቀንን በማስመልከት ሙሉ በሙሉ በሴቶች የሚመራ ከኢትዮጵያ ወደ ዛንዚባር በረራ አደረገ።	Addis Ababa

Appendix – B

Addis Ababa University

School of Journalism and Communication

Interview Guide for reporters, editors, and chief editors of FBC

Part I: - Introduction

Dear respondent, this interview aims to collect relevant information for MA thesis research conducted at Addis Ababa University School of Journalism and Communication.

The study examines the practice of News Diversity in Fana TV Prime Time News from content variety, geographical coverage, inclusivity of various news sources, and entertainment of diversified ideologies.

Your responses will certainly be used only for research purposes. And the confidentiality of the data you give will be secured. Your genuine response is very essential for the success of the research. So, you are kindly requested to give real information for the following interview questions. I am also willing to participate in my interview to be digitally recorded.

Thank you in advance for your cooperation and time!

Part II: - Demographic information

- a. Gender: _____
- b. Education and specialization in media study: _____
- c. General years of experience as a journalist: _____
- d. Experience at FBC: _____
- e. Current position at FBC: _____

Part III: - Interview Questions

1. When did you join FBC, and in what position are you working for your media company?
2. How do you define news content diversity in mainstream media, and why do you think it's important?
3. How do you feel about the extent of diversity in the news you produce regularly?
4. How is diversity viewed at FBC? How does the editorial policy deal with news content diversity? How do you see that with the actual practice?

5. Have you ever faced any challenges related to news diversity, such as difficulty finding diverse sources or facing pushback from editors or colleagues? If so, tell me your examples. How have you navigated these challenges?
6. In your opinion, what factors contribute to the lack of diversity in the media news? And what are the potential consequences of a lack of diversity in reporting news stories?
7. From your experience, how do you think media content can positively impact society by promoting diversity and inclusivity? Are there any best practices you have observed or implemented in your work?
8. In your opinion, how can media companies ensure that their news accurately represents the diversity of their audience in terms of sources, viewpoints, and perspectives? Please tell me if you have some of the best experiences.
9. How important is it for you to see individuals from different backgrounds, cultures, and experiences represented in media outlets?
10. Can you suggest initiatives or programs that successfully promote diversity and inclusivity in media works?

11. Who is the most decision-maker in tipping news to be covered in your media house? How does he/she decide which stories to cover and exclude?
12. What kinds of news content are frequently suggested to be aired in your media house? And what kind of stories do you often cover? Why?
13. Do you equally treat all your news sources? If not, what considerations do you make in choosing your news sources?
14. Do you believe you give all sections of society equal opportunities to express their views in your news coverage?
15. In your opinion, what role do journalists play in promoting news diversity regarding the stories they choose to cover and the way they report them?
16. How do you see your media company's geographical diversity of news?

To sum up, do you have anything more to say on News diversity that I did not ask you?

Closing: Thank you very much for the time I had with you. I enjoyed your interview.

Appendix – C

Overview of the Informant’s Profile

No	Code of Informant	Sex	Education and Specialization in Media Study	General Years of Experience as a Journalist	Experience at FBC	Current Position at FBC	Duration of Interview
1.	Informant 1	M	BA in Theatre & MA in Multimedia Journalism	12	12	Chief Editor	42 Min.
2.	Informant 2	M	BA in Ethiopian Language and Literature & and MA in Journalism and Communication	9+	9+	Senior Producer	36 Min.
3.	Informant 3	M	BA in Journalism and Communication	13	6+	Assistant producer	29 Min.
4.	Informant 4	F	BA in Literature	10+	10+	Editor	42 Min.
5.	Informant 5	M	Political Science	10+	6+	Editor	40 Min.
6.	Informant 6	F	BA in Foreign Language & Literature	9	9	Editor	15 Min.
7.	Informant 7	F	BA in Theatrical Art	5	5	Senior reporter	27 Min.
8.	Informant 8	M	BA in Theatrical Art	5+	5+	Senior reporter	28 Min.
9.	Informant 9	M	BA in Broadcast Journalism	2+	2+	Reporter	28 Min.
10.	Informant 10	M	BA in Journalism and Communication	2	1	Reporter	15 Min.
Total							5 hours

Interview data gathered by the researcher from selected FBC’s journalists

ፋና ብሮድካስቲንግ ኮርፖሬት ኢ.ማ

የኤዲትሪያል ፐሊሲ

2010 ዓ.ም.





ቀን ሚያዝያ 30/2015 ዓ.ም
ቁጥር: ጋ/ኮት/205/2015/2023

ለ: ፋና ብሮድካስቲንግ ኮርፖሬት
አዲስ አበባ

ጉዳዩ:- ትብብርን ይመለከታል

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን ት/ቤት የመልቲሚዲያ የሁለተኛ ዓመት የማስተርስ ተማሪ የሆኑት መንግስቱ እባበይ መታወቂያ ቁ. GSR/5656//14 የሆነ “ የፋና ቴሌቭዥን መደበኛ ሰዓት እወጃ ዜናዎች ብዝሃነትን ከማንፀባረቅ አንጻር “ በሚል ርዕስ የመመረቂያ ጽሑፋቸውን እየሰሩ ይገኛሉ።

ስለሆነም ጥናታቸውን በተገቢው መልኩ እንዲያከናውኑ በእናንተ በኩል መረጃዎችን በመስጠት ትብብር ይደረግላቸው ዘንድ በአክብሮት እንጠይቃለን። ስለምታደርጉላቸው መልካም ትብብርም በቅድሚያ እናመሰግናለን።

ከሰላምታ ጋር



አብዱላዚዝ ዲኖ (ዶ/ር)
የጋዜጠኝነትና ኮሙኒኬሽን ት/ቤት ጋላፊ

