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ADDIS ABABA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

**An Investigation on the Challenge of Commercialization in
Ethiopian Private FM Radio Stations in fulfilling their Social
Responsibility: in the case of Sheger FM 102.1 and Bisrat FM 101.1**

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This is to certify that the thesis prepared by Eshetu H/giorgis, entitled: *An Investigation on the Challenge of Commercialization in Ethiopian Private FM Radio Stations in fulfilling their Social Responsibility: in the case of Sheger FM 102.1 and Bisrat FM 101.1* and submitted in partial fulfillment of the requirements of the Degree of Master of Arts in Journalism and Communication complies with regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

The research is conducted with the title, “An Investigation on the Challenge of Commercialization in Ethiopian Private FM Radio Stations in fulfilling their social responsibility: in the case of Sheger FM 102.1 and Bisrat FM 101.1” is carried out with the general objective of assessing the impact of commercialization on Sheger FM 102.1 and Bisrat FM 101.1 radio stations in executing their social responsibility. To meet these objectives four research questions were raised and to answer these research questions, the researcher developed program analysis methodology by combining both quantitative and qualitative methods. Then the data was gathered from interviews with representatives of both radio stations, and personals from EBA. The quantitative data was gathered by taking a one week programs from both stations and recording the necessary measurable materials. Afterwards, the qualitative program analysis was conducted by focusing on the actual contents and program schedules of the various programs. All these data were then analyzed and interpreted. The interpretation first considered each data separately and then triangulated the data to reach the findings. One of the conclusions made from the findings show that more priority is given for entertainment programs, specifically music in Sheger and sport programs in Bisrat, dominated in the radio stations. Secondly, the challenges of commercialization are manifested in the radio station in relation to program content, production, resource allocation, and tabloidization or sensationalism. Thirdly, with regard to EBA regulation policies, these radio stations have not fulfilled their duty because priority is not given to local issues, especially domestic political issues; instead they focus on international issues. Generally, it is concluded that the radio stations are considerably affected by commercialization, and have not been able to commit to their social responsibility, which is evident in the program genres and contents. The recommendations forwarded from the conclusions are: (1) EBA should enforce the law to guarantee the implementation of the media regulations, with priority to domestic programs; (2) the private media should recognize that the government spends a considerable money for the airwaves, and use it properly for the intended purpose; (3) the radio stations under these research should work without political and economic pressures; (4) more research is required to see the depth of the impact brought by commercialization; and (5) creating a system to fairly distribute advertisement will lessen the competition.

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List of Acronyms

AM: Amplitude Modulation

BSP: Broadcasting Service Proclamation

EBA: Ethiopian Broadcasting Authority

EPRDF: Ethiopian People Revolutionary Democratic Front

FDRE: Federal Democratic Republic of Ethiopia

FM: Frequency Modulation

ILG: International Literacy Institute

RVOG: Radio Voice of the Gospel

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CHAPTER ONE

Introduction

1.1 Background of the Study

The role of media and its effects within a given society is vital and undeniable. That is why these two words “media” and “society” get in every academic and other media researches around the globe. They are shown as “two faces on a single coin”. According to Siegert and von Rimscha; Media’ successes or failures can be measured through the fulfillment of society’s expectations. “Society expects the media to provide information, to entertain people, to create publicity for various issues, to criticize, and, to a certain extent, control activities and protagonists, in particular those concerning politics and the economy” (2013, p. 126).

Lasswell, (1948); Write, (1966); Mendelsohn, (1966) cited in McQuail, defined the merit function of media ‘surveillance of the environment, correlation of the parts of society, and transmission of the social heritage, entertainment, and mobilization’. These functions, which have been proposed before half a century and above, serve the society in the spheres of politics, culture, everyday social life and economics (2010, p. 87pdf).

Herman & Chomsky also redefined mass media as an instrument “for communicating messages and symbols to the general populace. It is their function to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behavior that will integrate them into the institutional structures of the larger society” (1988, p. 1). They saw that how the power of media vital for a society.

However, many scholars argue that, this multifunctional and society’s “source of power” has declined and lost its power since 1990s. Many media researches raised different propositions for the degeneration of mass media. According to Blumler and Gurevitch; 1995 cited on McNair, point out “the two principally phenomena are: a decline in the quality of political journalism, driven by what are variously described as processes of commercialization, tabloidization,

Americanization and, in the currently fashionable vernacular, ‘dumped down’ in short, the ascendancy of ‘infotainment’ over ‘serious’ reportage and analysis of politics” (2000, p. 2).

According to Benkler, the debates about the challenge of media commercialization are the core discussions on the realm of modern information society. Various media scholars and social researchers have made the issue for focusing on the public spheres. Commercial, advertising supported form of mass media; those have dominated the public spheres throughout the nineteen and twentieth century’s have been studied extensively (2006, p. 10).

The concept of commercialization and mass media are interwoven, and even seem inseparable. Before going deeper in to this discussion, it is wise to define the terms clearly. According to McManus “commercialization is as making news into business as anything intentionally and to boost profit that interferes with a journalist’s or news organization’s best effort to maximize public understanding of those issues and events that shape the community they claim to serve” (2009, p. 219). From this concept of commercialization, it can be seen that it has the tendency to influence or ‘interfere’ with the media’s responsibility of serving the public interest.

McQuail defines commercialization as a process that media reflects profit seeking principles on its structure and content; “media industries are too much governed by market considerations” (2010, p. 107). This market oriented tendency can have a negative connotation. He further explains that commercialized media outlets are assumed to be in varying degrees lacking in independence, ‘inauthentic’, standardized and stereotypical , given to sensationalism and personalization. It promotes materialism and consumerism. It is also thought to be less creative and trustworthy (Ibid).

The challenge of commercialization in the media industry and its effects had been neglected in the media researches especially in the media economists for a long period of time. Most commercial Media’ contents are designed to appeal to broad audiences, to entertain, to be cost effectively and whose attention can be sold to advertisers. These results in discarding stories assumed to be offensive and focusing on stories that are suitable and entertaining to the majority of audiences. Furthermore, costly and financially risky stories are ‘downplayed or ignored.’ This leads to the homogenization of the media outputs, to coverage of safe issues and to a diminution

of the range of opinion and ideas as expressed (Rosse, 1975, Underwood, 1993; Picard, 2004 as cited in McManus, 2009: 221).

In the process of mass media the influence of commercialization has been strong and unwelcomed in its early age. Its “homogeneous’ characteristics of media system” forced the political, cultural oriented media system into the new era. “The social function of journalism, as the journalist’s main objective is no longer to disseminate ideas and create social consensus around them, but to produce entertainment and information that can be sold to individual consumers (Hallin & Mancini, 2004, p. 277).

It is also the cause to the decline of professional journalists in the 21st century. Less diverse coverage of a professional caliber as fewer owners exercise greater economies of scale over more newsrooms, and an erosion of ethical standards as public relations copy and advertising are “repurposed” as news (McManus H. , 2009, p. 220).

McQuail explains that commercialization in its ideal motives of profit; leads the media to more ‘trivialization and tabloidization’, to make contents into market-driven, involves exploitation of ‘weaker’ consumers, promotes consumerist attitudes to culture and life; reduces cultural integrity of media content and its more over-reliance on advertising and loss of independence (2010, p. 109).

Commercialization, despite its connotation as “corruption”, means how the contemporary media industries are influenced by profit oriented principle of media and lost their responsibility for the public (Random House, 1999, cited in McManus: 2009, 219). In addition, Baker (2004) describing it, “commentators who emphasize the unique values of news, informational, cultural, or other media products routinely characterize advertisers’ influence as corrupting” (p. 26).

On the other hand, some advocators argue that it has significant role in the process of political communication. Its advanced techniques, personalization and the tendency to privilege the point of view of the “ordinary citizen” of representation and of audience creation enhance the politicians a new way of communication.

These media developments and structural media changes have seen as an opportunity in creating public platform. According to Benkler, commercializing media have seen as an opportunity to

create a public sphere ground in the media environment outside the government their market based revenues; support to perform the watchdog function in complex societies, and as how they would be critical to perform in the development of democracy; and the third one has been in identifying and providing a platform for public agenda (2006, p. 198). This can be a good example to how commercialization is a global phenomenon; Ethiopia is no exception.

It was in the year 2007, in Ethiopian media history; the radio waves were opened for private “actors”, which opened through broadcasting service proclamation no. 533/2007, which has been granted private owned FM radio stations and Sheger FM and Zami FM, alongside formal registration of the pro-government station Radio Fana, which had operated semi-officially since November 1994; were the first to be awarded. It is said “...the licenses meant that for the first time, the Ethiopian public had an alternative to state radio on the local radio network” (Skjerdal T. , 2012, p. 27). Since this declaration Thirteen (13) private FM radio stations have been awarded as “commercial” broadcaster. This process also introduced commercial media in the countries media environment.

However, according to Milkissa (2010) who quoted the civil society organizations, these newly established private (commercial based) radio stations have been criticized ‘for their non-news and music based content’; the fear to these complained was “the liberalization that leading to commercialization and privatization of the air waves, with content being defined entirely by a consumer-oriented advertisement dependent, urban focused and generally youth lifestyle agenda” (2010, p. 17 pdf).

Thus, the contemporary Ethiopian media; has been operating under infancy stage, or as many agreed, became static at its transitional period. The 2007, Ethiopian Broadcasting Service Proclamation (Article 2/10), defined commercial media as “...a radio or television transmission service established for profit by a legal entity with the purpose of informing, educating or entertaining the public” (FDRE, 2007). Some hold the opinion that the private Media in Ethiopia manifest this definition, while others assume some of the private Media have not become commercialized. This study investigates this concern by taking the pioneers of Ethiopian private media; Sheger FM 102.1 and Bisrat FM 101.1 radio stations.

1.2 Statement of the Problem

Mass Media has a vital role since it has been a means of communication for every individual and the mass society. It is also a tool for mass communication which has unique responsibilities to keep members of the society informed, educated and entertained. According to Curran & Seaton cited in Herman and Chomsky, the mass media serves as an outlet for communicating messages and symbols to the general populace. It is their function to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behavior that will integrate them into the institutional structures of the larger society (1988, p. 3).

However, this significant societal role of media has been confronted with the process of commercialization. Mass media in its various forms requires commercialization in order to function properly. The problem arises, when the need for commercialization dominates the mass media to the point of influencing the content. Nayer states, “A stronger statement, but an element of conventional wisdom nonetheless, is that a company’s primary-if not sole-obligation is to maximize profits” (2007, pp. 69-71). This statement brings a critical consequence on the mass media that has the fundamental responsibility of contributing to the creation of active citizens in a democratic society by providing information.

Broadcasting is essential to ensure plurality, social inclusion and to strengthen civil society. It empowers people to take informed decisions vital to their own development. UNESCO suggests that, it is “the most pervasive, powerful means of communication in the world. In many places with high levels of illiteracy or poverty, the only access to news and information is by word-of-mouth, or radio” (2008, p. 7). However; the intention of commercial media, “their lack of interest for the ‘real’ problems of ‘ordinary people’ and their disinterest in a problem-solving role” (Servaes et al. 2008, 367); is the more constraint on the media role in the society.

In mass communication research, media contents have critical role in providing much information for the stand media. Shoemaker and Reese suggested that, in the media studies the research should have included those who influenced the contents of the media. These elements are, “the communicator (who); media content (says what); the medium (through which channel); the audience (to whom); and the effects (with what effect)—but most studies have concentrated on the final two elements, audience and effects” (1996, p. 21).

McQuail states, “Social responsibility is reached by self-control, not government intervention. However, the later may not be ruled out, social responsibility locates it under a concept of positive liberty – “freedom for” rather than “freedom from” (2010, 146). Accordingly, the private media requires “freedom for” addressing social issues that benefits society without the influence of government and commercialization on the content.

When we consider the Ethiopian media law and the international conventions related to the freedom of press, we find the following proclamations. It should be noted that the freedom endowed to the press comes with a responsibility. The FDRE constitution provides for the guaranty freedom of expression under democratic rights section two in Article 29 No 2; proclaims:

Everyone has the right to freedom of expression without any interference. This right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any media of his choice (1995).

Accordingly, No 3 (b) proclaims the media is free to “Access to information of the public interest.” The Ethiopian Broadcasting Authority, proclamation 533/2007 article 16, No 3, the commercial broadcast also makes the media responsible for the society it serves stating:

Notwithstanding its profit-making objective, any commercial broadcasting service shall:

- a) Provide equal treatment to any community in its license area;
- b) Transmissions of its programs shall cover the whole area of the licenses;
- c) Include regional and national news in its programs; (FDRE, 2007).

This is backed by the International Covenant on Civil and Political Rights Article 19, No 2 which clearly state, “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers” (UnitedNation, 1976). And also has the duty or responsibility for the society that should be manifested in its work as the mediator between the government and the people.

Upon considering the case of Private Media in Ethiopia, similar situations faced globally can be identified. SHEGER FM 102.1 and BISRAT FM 101.1, as private media that seem to be dominating the private sector, have to deal with commercialization in order to continue profitably. The question posed on these Media relates to the role commercialization plays in influencing and shaping their content. Assessing their work to identify how they regulate to balance commercialization with their responsibility of informing the public is necessary. According to the points raised above, these media, just as all media, are found upon the theory that they have the responsibility of informing citizens. The private media are considered as an alternative media to the state media (Skjerdal T. , 2012, p. 27). This implies that the private media has the responsibility of showing an alternative perspective to the one displayed by the state. This helps to create a variety of options for the audience and broaden their understanding. Thus the private radios should have integrity to broadcast accurate information without government and commercial intervention on the content.

From the above points, we can see that it is important for the private media to respect the media regulations and to fulfill its social responsibility. In the case of Sheger FM 102.1 and Bisrat FM 101.1 radio stations, based on the researchers observations, it is questionable if these principles are upheld, and the researcher aims to investigate it. Furthermore, there are various researches conducted on print media and other areas of the private media. However, this specific area of commercialization and social responsibility has not be studied; thus, this research is carried out with the aim of filling these gaps.

1.3 General and Specific Objective

1.3.1 General Objective

The general objective of this study is to assess the challenge of commercialization on SHEGER FM 102.1 and BISRAT FM 101.1 Radio stations, in executing their social responsibility.

1.3.2 Specific Objectives

- To identify the primary genres of materials created by the two FM private radio stations.
- To examine the challenge of commercialization in these private media with regard to fulfilling their social responsibility.

- To investigate whether these radio stations attain their roles regarding social responsibility and following the regulation in accordance with EBA regulatory policies.
- To identify the extent of the effects or consequences of commercialization on these private radio stations social duty.

1.4 Research Questions

In order to meet the objectives of the research, the study raises and tries to answer the following major research questions:

- Which program genre gets more priority in the radio stations and how much time is allotted to each program genres?
- What are the challenges of commercialization in these private media in fulfilling their social responsibility?
- Do the radio stations fulfill the duty of social responsibly in accordance with the EBA regulation policies?
- To what extent does commercialization affect these radio stations in their commitment to their social responsibility?

1.5 Significance of the Study

This study tries to examine the challenge of commercialization in Ethiopian media organizations, particularly private FM radio stations would be significant in having understanding as to whether they are influenced- in the case of commercialization; or not to serve the society and why. This would help the media and other stakeholders redefine their roles in society.

It would also be significant in contributing to understanding the power of media in social change their by provide the insight in to the study of social responsibility in the Ethiopian media context.

Currently, FM radio stations are increasing in number so it would be significant to assess and identify their goal and mission from social responsibility perspective. Furthermore this research would be significant in providing an academic understanding of the subject for those who are interested to study public trust in media in the coming years.

1.6 Scope of the Study

This study focused on Sheger FM 102.1 and Bisrat FM 101.1 private radio stations. It will try to answer to what extent these private owned radio stations serve the society by remaining faithful to the public interest. This is seen in relation to the influence commercialization has on these private Media respectively and comparatively. Non commercial radio stations such as public and community and also any of television stations are not included in this research because they are not part of the current study, and also studying all these areas in one research requires a considerably high resource and time.

1.7 Limitations of the Study

One of the limitations in this study was the time that constraints to access wide range of information about their media outlets, making the researcher unable to do this study by comparing it with public and community radio stations. This gap may be filled with the work of other researchers. The other constraint occurred in the process of accessing the media outlets. Since the radio stations did not provide the researcher with the media contents, they were collected by recording a week worth of programs and by accessing the programs from the internet. The analysis of all these programs was also time consuming and resulted in the inability to complete the research on time. All of these problems have created challenges for the researcher; however, the work was completed using all the possible means even if it was not completed as scheduled.

1.8 Definitions of Terms

“Advertisement” means a commercial advertisement which is disseminated through the means of advertisement dissemination to promote sales of goods or services or to publicize name, logo, trademark or objectives, and includes public and private advertisements.

“Broadcasting service” means a radio or television transmission program conducted to educate inform or entertain the public.

“Commercial broadcasting service” means a radio or television transmission service established for profit by a legal entity with the purpose of informing, educating or entertaining the public.

“Infotainment” refers to an explicit genre-mix of ‘information’ and ‘entertainment’ in news and current affairs programming. It is seen as being a mixture of information with entertainment, and

is a consequence of the growing commercialization of the media worldwide and the economic pressures which media corporations end up imposing on current affairs to make them more attractive to larger audiences (Matos, 2012, p. 12).

“Program” means voice or visual or audiovisual arrangement transmitted to inform, educate or entertain the public, or an all inclusive transmission program.

“Radio wave” means a radio wave assigned to broadcasting service in accordance with the radio regulations of the International Telecommunication Union.

“Sponsored program” means a program the transmission cost of which is paid directly or indirectly or the payment of which is promised; and the content or timetable of a sponsored program may not fall under the influence of the sponsor. In particular, a sponsored program may not agitate the sell or hire of the sponsor’s product or service.

CHAPTER TWO

Literature Review and Theoretical Framework

This chapter presents a comprehensive overview on radio in Ethiopia, the development of commercialization, the role of media in society, and a comprehensive analysis of related theories.

2.1 An Overview of Radio in Ethiopia

In most African countries, radio is the main medium for people to receive information. Radio is one of the very democratic mediums in decentralized media system, and it is distinguished in its massive outreach. Above all it does not require literacy and it is easily accessed in developing countries.

According to Survey of Culture and Media, radio broadcasting in Ethiopia started in 1935 with the name ‘Radio Addis Ababa, The Voice of Ethiopia’, currently known only as The Voice of Ethiopia. (2003, p. 35). However, it couldn’t be on operation more than a year, because of the Italian occupation of Ethiopia (1936- 1941). After liberation, the radio station was restored and began broadcasting in the new form in 1942. In 1963, in Ethiopian history the first independent radio station, ‘Radio Voice of the Gospel’ (RVOG) was granted to broadcast religious issues. Beside the religious contents, RVOG produced and disseminated current affair programs in different African languages for different African countries until ‘Derg’ nationalized it in 1977, changing the name to ‘Voice of the Revolutionary Ethiopia.’ According to Skjerdal, some claim that it was “the most successful Pan- African media initiatives ever” (2012, p. 11).

It was after about 30 years, in 1970, that the radio broadcast covered about 40% of the population in major cities and towns of the country. According to ILI survey, cited in Ellene, Mesfin & Alemayehu (2003) stated that there are 193 radios per 1,000 people, making radio the most widely used source of information in the country. During the period, Radio Ethiopia has started in different local languages in addition to English, French, and Swahili (p. 36).

The first two years, that followed the change of the monarchy in Derg regime, was characterized as “the golden days of Ethiopian Journalism” in both print and broadcasting media in terms of content and journalistic freedom. However, things couldn’t go forward as they have begun.

Skjerdal claims that the regime's socialist ideology made it unthinkable to promote private ownership or liberalize media from government control. Instead all the media outlets turned into propaganda channels and effectively forbade any opening for professional independence (Skjerdal, 2012, p. 14).

Eventually, changes in the private radio sector emerged after EPRDF took power in 1991. According to Nesanet, it was a time where different private radios, including regional ones, began broadcasting in addition to the AM radio stations that are run by the government. In 2007, FM 97.1, and FM 98.1 and FM 96.3 broadcast in Addis Ababa (2007, p. 36).

The freedom of private press and broadcast emerged after a long time as compared to the time it began in Ethiopia under government supervision. Shimelis states, "The press law of the Transitional Government of Ethiopia (Proc. No. 34/1992) could be taken as an achievement of great significance in the process of political liberalization" (Shimelis, 2000, p. 58). This is claimed because the proclamation frees the media from pre-censorship. In other words, the programs transmitted by the media have autonomy over their programs, making it free from the influence of third parties.

The proclamation for private broadcasting was made in 2007. However, the proclamation is said to be discouraging, it is argued:

From the new Ethiopian Broadcast Proclamation No. 533/2007, it can be argued that broadcasting laws are reinforced in a way to halt or discourage private ownership of TV channels. Laws are overwhelmingly skewed against private broadcasting media ownership (Nesanet, 2007, p. 19).

This shows that the progress in granting the private media is only limited and does not give much freedom as it is expected to do.

There are differences between the proclamations of 1999 and 2007. The third article of Ethiopian 'Broadcasting Service Proclamation' (BSP) No. 553/2007, states that the proclamation applies to 'public, commercial and community' media, which discards the 'private' ownership of the former BSP No. 178/1999. Regarding this, Nesanet claims that the meaning of 'private

broadcasting’ is not clear and it is referred to in the new proclamation as ‘commercial broadcasting service’ (2007, p. 38).

Under the public or government operated station, currently, there is Radio Ethiopia. Survey of Culture and Media classifies Radio Ethiopia as having two services: The National Service and the External or International Service. The National Service Programs are broadcast daily (for 172 hours a week) by the National Service in nine languages: Amharic, Afaan Oromo, Tigrigna, Somali, Afari, Harari, Agnuak, Nuer and English (Ellene, Mesfin, & Alemayehu, 2003, p. 36).

The commercial types are the private radio stations that operate for profit. It was in February 2006 that two radio stations were awarded licenses: ZAMI Public Connection and ‘Adey Promotions and Entertainment’, owned by a group of journalists who have bought airtime on Addis FM 97.1 for a Saturday afternoon broadcast (Nesanet, 2007, p. 19).

When we come to our research topic, Sheger FM is one of the first Ethiopian private owned commercial radio station that has begun broadcasting on October 4, 2007, in the radius of 250 km around the capital. The vision of Sheger is to be an impartially truthful voice of the people, following the ethics and principles of journalism, and a successful infotainment (information & entertainment) radio station. Bisrat FM 101.1 has begun broadcasting transmission within Addis Ababa and surroundings in 2014. Its objective, according to its website home page, is “to fill the information gap in Ethiopia in the sphere of education, health, sport, entertainment, science and other social affairs.”

When we look at the progress made in Ethiopian broadcasting, especially in the private Media, we see that there is progress. Presently, after ten years, the numbers of private FM radio stations have reached ten and three have been licensed as this research was in progress. However, there is still more effort needed from all concerned bodies.

To sum up, the history of radio in Ethiopia has undergone various stages of development. Especially, the freedom won by the private media is the result of a long process under various governments. The EBA has played a significant role in shaping private media’s scope of freedom. The other influence they faced, when more freedom has been granted, is from commercialization. Although it is realistic for private media to depend on advertisement for

continuing with profit, it may affect the content when it begins to shape the private media. This idea is discussed in the following section.

Since the early 1990s, as media began to be liberalized in many African countries, various researches have been conducted in relation to the challenge of media commercialization in the fulfillment of their social responsibility. When we examined these researches most of them relied on how media contents are influenced by commercialization and their results are conflicted with the traditional way of media responsibility for the society. The research presented by Oladejo & Agwanwo (2015), 'Media entertainment & commercialization in the body,' A master thesis (2015); shows that the investors' goal to maximize their profit affected the media contents. Asogwa & Asemah (2012), in their study, 'News Commercialization, Objective Journalism Practice and the Sustenance of Democracy in Nigeria' highlighted how commercialization is a threat to objective journalism practice and when there is no objective journalism, democracy will not flourish".

Lwanga (2002), in her master thesis 'The Impact of Media Commercialization on Programming: A Study of Radio Uganda' a comparative analysis before and after liberalization,' the influence of commercialization and competition affected steadily changing its programming from the values and principles of public service broadcasting towards commercialization.

Mwangi describes the overall trends of private media in most Africa countries; "where private stations have been allowed, these have tended to largely become music and entertainment channels with no civic education programs, either for their own self-preservation, or due to licensing restrictions" (2010, p. 7).

Despite the many private/ commercial radio stations have been on the air in Ethiopia, there has not been any study that directly investigates the impact of commercialization in relation to social responsibility. Nonetheless, there are some researches that indirectly touched upon the issue.

Milkissa Chimdessa (2010) on "FM Radios for Social Development: A Case Study of Zami FM 90.7 and Sheger FM 102.1." This study claims that the radio stations, "provides a means to overcome the limitations of entertainment degradation and boredom of education types of programs. Accordingly, these radio stations have created programs that are entertaining,

educational, socially responsible and commercially profitable.” This implies the dominance of entertainment programs, and the researcher viewed them positively.

The other research was conducted by Adonay Seifu (2016) on “Influences on Media Contents: an Investigation on EBC and Sheger FM 102.1 Radio”. He stated that the dominant source of influence on the media comes from, “first the government/politicians; second, media owners/executives, and third, the editors. Next to these come advertisers’/sponsors’ and PRs influences and pressures.” Accordingly, we this study has given emphasis on the influence brought on the media from advertisers.

The aforementioned researches have highlighted the influence of commercialization, besides other issues, and the dominance of entertainment programs. However, these studies have only viewed the issues of commercialization indirectly. Thus, a more comprehensive study is required to see the influence of commercialization on the media in relation to fulfilling social responsibility.

2.2 The Development of Media Commercialization

Commercialization is not a new phenomenon in the media industry. The development of media commercialization dated back to the 1830s in the United States and 1850s in the Great Britain. According to Mark Hampton, it has taken place when “newspapers’ gradual shift away from financial dependence upon political parties to dependence upon circulation and advertising revenues” (Hampton, 2010). At its infancy age “the commercial press furnished a moral framework and legitimating the market system during a dislocative phase of its development, and contributed to its growing acceptance” (Curran J. , 2002, p. 76; Hallin, 1994, p. 77).

According to McQuail the rise of commercial media has also known as a turning point in the communication history by shaping the existing format of the newspaper and in its offering services to all citizens rather than an “instrument to propagandist or authorities” (2010, p. 30). It was also the time that “the editorial content in the news media would not reflect the view points of the owner” (McChesney & Schiller, 2003, p. 4). Curran, in accordance with them, asserted that, “the rise of commercial press helped the social system to adjust to changes in the underlying balance of social forces brought about by changes in the economy” (2002, p. 76).

Hallin argues that the rise of commercial mass media transformed not only the institutional structure, it employed standards of truth and of the writer's proper relation to the audience which were very different from those of political journalism. It had entirely changed standards for what needed to be said in a newspaper and how it should be said (1994, p. 21).

However, regarding the historical context, Marion Mazola (1991) cited in McManus, states that a conflict of interest existed between the media mission for public services and the owners demand for greater profit, was existed at its early age of the independence press (2009, p. 219).

That paradoxical transition had been a consequence on the traditional political media environment. Hallin describes the time, "it democratized the market for newspaper and at the same time it centralized the production of political information and ruptured the connection between the press and an active public (1994, p. 28).

On the other hand, the development of commercial press associated with the new form of content with 'sensationalism' rather concentrating on political issues and the emergence of professional journalism. Curran pointed out these major shifts, "newspapers became both more entertainment-oriented and more committed to the ideal of a professional, politically neutral 'objective' journalism" (2002, p. 108). Benkler characterized the era in terms of the increased circulation; their independency from party oriented, based in relatively thick communities of interest and practice, and sensation oriented regarding to content (2006, p. 198).

The commercial radio system that took place in the 1920s was another era in the advertisement-media relationship. Various researches have stated that before the innovation of radio, every advertisement was appeared only in Newspapers, magazines, and leaflets; has turned to the apparatus. Since these days, the relationship between commercial radio and advertisement took place for the surviving of one another. This transition helped the radio industry to grow up rapidly (McManus, 2009, p. 219; Turow, 2009, p. 422).

According to LeMahieu (1988) cited in Curran (2002), in the 1930s the media was more influenced by the growth of consumption and more commercialized and it eclipsed folk tradition and, "gave rise in formation of an egalitarian, common culture, drew readers into a pleasurable world for fantasy about youth, sex, beauty, wealth and fame by providing extensive coverage of film stars (2002, p. 20).

Historically the mass media that have been grown up with in a public domain, the developments of commercial media have seen as ‘a positive progress in the media history. Benkler describes the early twentieth century’s media system throughout the world, “the commercial, advertising supported form of mass media has become dominant in both print and electronic media” (2006, p. 197). The media have got some admiration for their roles and efforts as the ‘the fourth estate’ in the realm of the public sphere. He asserts the media’s significant role in that era, “the media are seen as a critical watchdog over the government processes and as a major platform for translating the mobilization of social moment” (Ibid).

Since from its early age, till in our days the debate on commercialization has continued. The term ‘commercialism’ may refer objectively to particular free market arrangements; it has also come to imply consequences for the type of media content which is mass produced and ‘marketed as commodity, and for the relations between the suppliers and the consumer of media (McQuail, 2010, p. 107; McManus, 2009, p. 220).

The early twenty first century, related to the media industries, has mentioned in positive and negative dimensions. The decline of print media, the raise of corporate media organizations, governments deregulation media institution, the change of technologies and its challenges on media industries, and commercialization media vital watchdog function, less diverse coverage of a professional caliber as fewer owners exercise greater economies of scale over more newsrooms, and an erosion of ethical standards as public relations copy and advertising are “repurposed” as news (McManus, 2009, p. 220).

According to Picard, the waves that have broken the government monopolization on broadcasting media and telecommunication in the 1990s through deregulation has resulted in the new forms of private media ownership and maximizing commercial operations, “due to shifting economic structure of the media industries accompanied by shifting socio-cultural roles played by the media in society.” In addition, the changes based on the new technologies, have resulted in the new forms of private media ownership and commercial operation (2003, p. 107).

Thussu, write further on these media reforms through deregulation, liberalization, and privatization, together with the growing commercialism of the airwaves has had a major challenge on media systems throughout the globe. (2010, p. 363) Hallin and Mancini (2004)

cited in Thussu, who examined the changes in media systems in different cultural and political contexts; noted the commercial model of media that effectively adopted across the world is the triumph of the liberal model; “because its global impudence has been great and because neo-liberalism and globalization continue to diffuse liberal media structures and ideas” Ibid.

Pauwels and Loisen (2003), cited in McQuail, states that besides the new communication technologies, policies also put their own influences. The 1994, the World Trade Organization (WTO) agreement on media ‘transnationalization’ that considered, “the media as business firm” from the economic perspective, also one of the constraints to justify the public intervention in the national media. He further contends that these can be clear indications that “globalization and the drive for ‘free market’ have been mutually reinforcing, primarily driving by economic and commercial motives” (2010, p. 195).

Monroe Price (1995) cited in McNair, beside the deregulation, from the East Asian countries experience; Nation-States may resort to enhance “the acceptance of commercialization and the depoliticization of the media when the internal and external pressures draw an increase uncertainty circumstances to control their own media systems” (2006, p. 194).

John Barker, one of the media scholars who studied the changes on media landscapes in the Southern Africa countries, referred the recent researches those have focused on political economy of the media and described the trends since 1990s; the public sector has been further declined and eroded because of deregulation, privatization and commercialization. Thus, all of these are deemed as the outcome of globalization movements (2001, p. 14).

Scholars mainly from the critical media sociology wouldn’t be hesitating, when they symbolize ‘commercialization and the commodification of journalism as the evils.’ McNair quotes Herman and McChesney (1997), who stated that commercial media only represent specific class interests, which threatens citizen’s participation and understanding of public affairs, as a result, affecting democracy. Thus, ‘The very logic of private media market control and behavior is antithetical to the cultivation and nurture of the public (McNair, 2006, p. 87).

Goff writes further, the changes on the policy and the deregulation issues that arouse during the era have their own challenge in the global and national media landscapes. The specific trends

that have been observed are “the paradoxical emergence of both concentrations and consolidation in deregulated markets and the status of both media pluralism and public service broadcasting” (2004, p. 681). The transitional media structure affects the ‘historic role’ of the media that has played socially, politically, and economically in the society.

For commercial mass media, having equal number of audience does not imply having similar power, it relies more on the concentration of mass media market. “Concentration is a common word used to describe the power media exercise when there are only few outlets....” (Benkler, 2006, p. 199) It implies two separate notions: (1) lack of competition leading to control over pricing and (2) power of few media firms in having majority of audience, known as “mind share” (Ibid).

Commercialization is also criticized for the decline of quality media outlets and its debasing inherent nature, and how it is cauterized by the ‘turmoil’ of journalism history after the dawn of the penny press. McManus laments how the market forces shape the media industries “less diverse coverage of professional caliber as fewer owners exercise greater economies of scale over more newsroom, and erosion of ethical standards as public relations copy and advertizing are ‘repurposed’ as news” (2009, p. 220).

Barnouw, 1997; Sanchez-Taberero, 1993; Smith 1991 and others cited in Picard argue, the changes that have been created since the 21st century, have seen in the media companies’ operation, increasing the size of media firms, and changing the content of media; yielding new types of content that is skewed towards entertainment and consumerism; and exposing to globalized content, particularly that from Europe and North America (2003, p. 107).

The content of commercialized media, as many argued that because of their dependency on their owners and advertisers, they are “‘inauthentic’, standardize and stereotypical, given to sensationalism and personalization.” Instead of accountable for the public, rather “it promotes materialism and consumerism; and also less creative and trustworthy” (McQuail, 2010, p. 459).

To wrap this part many of the critiques related to commercialization universally shows how since 1980s media have been deteriorated in their responsibility. Bennet who quoted McChesney (2004), in his work asserts the challenge of deregulation related to commercialization, “a prolonged deregulatory trend favoring commercialization of the news product is often associated

with deteriorating news quality and capacity to challenge dubious government policies and actions” (2010, p. 105).

2.2.1 Media Concentration

In addition to commercialization, concentration has become a threat in public sphere. Contemporary media researches primarily focus on commercialization, claiming concentration can also pose a threat to media pluralism and diversity. Many research and studies stated that since 1980s and 1990s governments and academicians; have conducted more research related to concentration related to the new media deregulation, and the over growing media commercialization. Some argue that, it is become the main concern in the scholars and the public debate (Winseck, 2011, p. 15).

As Wasko examined issues those have been focused under the political economy approach ‘media market concentration’ has got a major place in media studies. However, the issue has become so blatant and intense over the last few decades that concentration is not only a theme for political economists, but it has attracted the attention of other media researchers and activists, as well as some policy makers and journalists” (2005, p. 35).

The reasons for this debate mainly focused on how concentration has pertained to the media business in the so called competition and how is affected the media’s role in the public sphere. According to McQuail, it is a result of the media that is driven by excessive market competition and the search for ‘synergy’ and very high profit. This proposition may lead to the commercial media those are depend on advertising revenue and, decisions in ‘content’, formats, and other production and dissemination process, would be under the ownership of the media (2010, p. 192 & 193). UNESCO in its ‘The Joint Declaration of Broadcasting’ (2009) argued how media concentration affects diversity, “Establishing a direct causal link between media concentration and media pluralism per se has always posed a scientific challenge, but the general assumption has been that an absence of monopoly in terms of ownership correlates with diverse content availability” (2014, p. 44).

There have been three types of concentration in the media industry globally: horizontal, vertical, and diagonal or cross media ownership concentration. Mosco explained how horizontal concentration takes place, “a firm in one line of media buys a major interest in another media

operation that is not original business. Vertical concentration/integration describes “the amalgamation of firms within a line of business that extended a company’s control over the production. The third kind of concentration a cross- media concentration takes place, when an old line firm (newspaper) purchases a new line firm (radio or website) (Mosco, 2009, p. 15).

UNESCO report on media concentration shows that in parts of Europe and North America, the concentration of players in commercial media may be seen to have limited pluralism in the dominant media markets, at list in mainstream media. In parts of the African region, although there has been a lack of data on advertizing revenue, there has generally been insufficient advertising to support a more pluralistic media landscape in the commercial media sector (2014, p. 49).

McQuail summarizes the main futures of concentration; it can be found “inter-media, intra media, inter firm; it can be either horizontal or vertical; and it can be observed within an organizations at owner, editorial and audience level.” It is also predicted its excessive competition between media firms to control more than half of the market. The main effects of excessive concentration, though they are undesirable, ‘loss of diversity, higher prices, and restricted access to media are the main ones (2010, p. 194 & 196).

Media concentration; in international and national human right organizations, policy makers, civic society, media Freedom proponents, and others has criticized for its challenge on media pluralism, that refers to the varieties of ownership (economic ownership), is also ‘including gender dimension’ and diversity of journalistic content including news respect to the range of outlets available across the platforms.

2.2.2 Commercialization and Advertisement

This section attempts to examine the relationship between the commercialized media and advertisement and their roles and effects in media industry. Many research argued that, advertising that has been ‘a part of media structure’ in capitalist economy system and advertising has a subtle relationship in the media industry.

Since 1990s the rapid commercialization trend in media industries, turned up the challenge of advertising has been more inevitable. Siriyuvasak who quoted Garnham, 1979; Murdock and Janus, 1985, asserted that the media that targeted the market rather its role in the public sphere,

its function would be “to sell the product by speeding up the flow of goods. Its second function is selling the ideology of capitalism and, the advertising industry has direct challenge and control on the media industry” (2000, p. 105).

According to McQuail, the consequences of commercialization are the pressure posed on the media leads to over relying on advertising and loss of independence. The contents are more miscellaneous such as sporting events, advertising and pictures that have a foreign reference or origin. McQuail stressed on the structure of the mass-media industry stating that in most capitalist countries, it reflects the interests of advertisers – something that has developed historically along with other social and economic changes. It is no accident that media markets often coincide with other consumer divisions. Most free-market media are finely tuned to jointly maximizing the needs of advertisers and their own interests as a normal condition of operation (2010, p. 247).

Similarly, Baker (2004) puts the challenge of advertising on media content, the media outlets are more partial and “disfavor or appealing to groups whose members are comparatively poor or whose unifying interests or activities do not implicate particular categories of consumer products.” In addition, the ‘hidden’ advertizing, controversial versions, include product placements, and superimposed over real space in broadcasts of actual events – apparently quite common in the broadcast of sports programs (p. 24 & 25).

Turow (2009) defines it, “advertisement is a message that explicitly aims to direct favorable attention to certain goods and services. The message may have a commercial purpose or be aimed at advancing a non-commercial cause, such as the election of a political candidate or the promotion of a fundraising event.” He adds, media companies are more dependent on advertisers for their revenue, the influence and the pressure would be eminent. Because of this, “they have to create content that will attract audiences, and they must also make sure that the content and the audience it brings in will be attractive to advertisers so that money flows its way, instead of to its competitors” (p. 42 & 59).

Similarly, Peres (2001), emphasized this external influence, it means advertizing media is an instrument that provides “Media companies derive profit by promising that they are effective

vehicles for advertisements or product placements, messages designed to persuade consumers to purchase” (p. 4).

According to Herman and Chomsky (1988), the influence of advertisers on media content can be inevitable. “Critical sources may be avoided not only because of their lesser availability and higher cost of establishing credibility, but also because the primary sources may be offended and may even threaten the media using them.” Turow cited in Herman and Chomsky, pointed out the effect of advertizing, “the free market doesn’t yield a neutral system in which final buyer choice decided. The advertisers’ choices influence media prosperity and survival. The ad-based media receive an advertising subsidy that gives them a price-marketing-quality edge, which allows them to encroach on and further weaken their ad-free (or ad-disadvantaged) rivals” (1988, p. 14 & 15) Hence, they write further how advertising exerted power on the media, “Advertising has played a potent role in increasing concentration even among rivals that focus with equal energy on seeking advertising revenue” (Ibid).

Media is, in critical cultural approach, ‘one of the many technologies that have shaped and continue to shape modern life. The pressure that imposed on the content, most of advertising messages underlying: “the good life is achieved through consumption of a product, not by hard work.” This assumption or advertizing content misleads the foregoing societal norm, and it is resulted from ‘market knows everything’ (Ibid, 55).

Bogart (1995), cited in McQuail summarizes the influence of advertising on media content in terms of five key points. From advertisers rarely try to buy journalists to slant news in their favor; more often they try to suppress news they don’t like; they are sensitive about the environment for their messages and edgy about controversy; When advertisers yield to vigilante pressure, media producers veer towards self censorship; Advertisers shape content when they sponsor broadcast programs The virtual end of local media competition shows how advertisers determine the life and death of media (2010, p. 247).

2.2.3 Infotainment

To understand media’s role in society, either as positive or negative, questions should raise about the potential of the media, such as ‘how they could be used in broadening or developing taste,’

increasing social participation, improving international understanding, or reducing prejudice (UNESCO, 1970, p. 9).

According to Thussu, the growing commercialism of the airwaves have resulted in ‘privatization, deregulation of broadcasting and the technological convergence of media, telecommunication and computing industries’ resulting in a significant alteration of the broadcasting context. These radical changes, though negative in mass media are tabloidization in the era of the media sensationalism, political scandal and infotainment (2010, p. 363).

Infotainment is defined by McQuail as a phenomenon that occurred in the twentieth century in the media organization, ‘to capture the intermingling of information and entertainment that characterized mass media in the later.’ This is manifested in ‘extensive privatization of broadcasting and increased competition for mass audiences’ in the forms of news. The term is generally used pejoratively, with the implication of ‘dumping-down’ and the inevitable dilution and greater superficiality of news and information. The implication for political communication is seen by the victory of media logic over party logic (2010, p. 363).

The notion represented by the word infotainment has a long tradition; from the broadside ballad to the ‘yellow’ and ‘tabloid press,’ as attested in most standard histories of journalism. The idea treats the tension between informing and educating the public as compared with entertaining the crowd in the market place. Thus, infotainment refers to an explicit genre-mix of ‘information’ and ‘entertainment’ in news and current affairs programming. Matos, (2012) asserted that “Infotainment” is seen as being a mixture of information with entertainment, and is a consequence of the growing commercialization of the media worldwide and the economic pressures which media corporations end up imposing on current affairs to make them more attractive to larger audiences (2012, p. 12). This applies to the context of FM radios too, since the basic element of infotainment is that style of news presentation outweighs the content. This is mostly carried out with the intention of attracting audience, which in turn attracts advertisers.

2.3 Theoretical Framework

Discussing the media framework requires the inclusion of various aspects mainly because various media organizations and various countries employ distinct system. McQuail states:

In most countries the media do not constitute any single ‘system,’ with a single purpose or philosophy, but are composed of many separate, overlapping, often inconsistent elements, with appropriate differences of normative expectation and actual regulation. (2010, p. 186).

According to Curran, Gurevitch, and Woollacott, researches on media messages- contents, how they are produced and shaped, the power of the media, (how different powers are exerted on media) the following concepts are shed the light. These four strands on media researches refer to the following themes:

1. Institutional structures and role relationships;
2. The political economy of the media institutions,
3. Professional ideologies and work practices; and
4. Interaction of media institutions with the socio-political environment (Curran, Gurevitch, & Woollacott, 1982, p. 12)

To conceptualize ‘the challenge of commercialization in private FM radio stations’; this research draws from social responsibility theory in the press, critical political economy theory, and an internal media professional point of view. The researcher believes that to analyze and meet the objectives of the study, the approach should be from the context of social responsibility theory and critical political economy theory.

According to McQuail, the study of media and society, the media institutions’ establishment (political, economic and their dependency on technologies); their activists (in production and dissemination including content); and their role in the public domain are the key factors which can determine the perspective of the study. To examine ‘what media do or do not do has mattered “to societies” the normative theories, social responsibility theory in the press, critical political economy theory, and an internal media professional point of view are alternative theories perspective in media studies (2010, p. 185).

2.3.1 Social Responsibility Theory

Many scholars argue that “the probable trend of modern society and of mass media is towards a loosening of collective social bonds and a weakening of mutual obligations of a moral kind, including public duties.” McQuail argues that media and society are threatened by crises on two

main grounds. Firstly, media is widely believed to play a central role in influencing societal ‘good or ill.’ Secondly, the rapid changes the media experiences, primarily because of new technologies, results in making the existing frameworks ‘obsolete’ for regulation and social control (2005, p. 99).

Jensen described how social responsibility theory departed from libertarian theory that advocates ‘the market empowers individuals to promote their political interests and cultural ideals through the media and the competition between the media would benefit society’; was the growing trend of media concentration rather than as ‘trustees and representative’ of the public since 1945. Similarly, following the Second World War, McQuail explained the development of social responsibility in Western Europe, “the experience of the wave of press [media] concentration that revived fears of private media monopoly.” Hence, the media ownership is not the unlimited private franchise; instead it is a form of public trustee or stewardship (Jensen, 2002, p. 277; McQuail, 2010, p. 147).

In the other hand followed the Hutchins Commissions Report, the four press [media] theories that had proposed Siebert et, el (1956), authoritarian, libertarian, social responsibility, and soviet communist theory models; the social responsibility theory has welcomed indifferent aspects. In Siebert (1956) and in his colleague’s words, “Social responsibility theory holds that government must not merely allow freedom, it must actively promote it ... when necessary, and therefore, the government should act to protect the freedom of its citizens.” The acts of government mentioned include legislation ‘flagrant abuses’ and it may also ‘enter the field of communication to supplement existing media.’ (Ibid: 146).

As Baker (1998) summarized, the Hutchins Commission’s report that identified five essential requirements against which the performance of media institutions might be measured:

- The press must provide a truthful, comprehensive, and intelligent account of the day’s events in context that gives the meaning. In the process, facts are insufficient; the truth about the facts (relevant background surrounding the facts) is also essential. Stories should be put into perspective and the credibility of conflicting sources evaluated.

- The press must serve as a forum for the exchange of comment and criticism.
- The press should project a representative picture of the constituent groups in society. Racial, social, cultural groups should depict without resort with stereotypes.
- The goals and values of society should be presented and clarified.
- The press should provide full access to the day's intelligence.

In summary, these measures require the media to present credible facts in context; create a platform to include criticisms; present all sides by avoiding bias and favors; manifest the societal values; and provide a complete image of reality (Baker, 1998, p. 349).

In relation to media ownership, the act of media ownerships 'unlimited private franchise' in other words, selling the audience for the advertisers rather than serving the public also involves in the social responsibility theory. Baker stresses how media and responsibility are inseparable, "the public should demand quality performance, and even then a constant danger exists that a monopoly press will not be responsible" (2004, p. 154).

According to Baran and Davies, when social responsibility theory emerged as the predominant normative theory, it represented a compromise between radical liberation views and calls for technocratic control. Social responsibility theory put control of media content in the hands of media practitioners, who were expected to act in the public interest. In addition, they explained the foregoing dispute between the social responsibility and the influence of the market in the media environment, "the conflict between social responsibility and profitability continues to grow in our increasingly concentrated and commercialized media, responsibility becomes less central to the mission of many media organizations (Baran & Davis, 2010, p. 129).

Social responsibility approach in relation to a media system in its structure and its operation concerns the plurality of ownership. The concept of 'pluralism' prevails and opposes concentration of ownership and monopoly of control, whether on the part of the state or the private media industry. And it is also taken as the guiding principle in the media system that protected from dominated by a few interests (McQuail, 2010, p. 146).

As media industries mature, they often become more socially responsible more willing to censor or limit distribution of controversial content and more concerned about serving long-term public needs rather than pandering to short-term popular passions (Baran & Davis, 2010, p. 51; Ward, 2009, p. 299).

Turow states, “The ideal in social responsibility approaches is to strike a balance among the needs and rights of the individual, of media organizations, and of the society as a whole. That balance may be struck by passing laws aimed at forcing private media companies to pay attention to their social responsibilities” (2009, p. 83). In other words, the balance could be created when the interests of the media organization in making profit is not carried out on the expense of the audience or the general society.

It is evident that the scope of activity for even the most powerful of states is circumscribed by global forces. It is true that neo-liberal policies have meant that many of the social-services functions of the state, and many of the industries it ran, are being privatized. Sparks claims that it is currently under threat for reasons such as the fragmentation of broadcasting consequent on the end of channel scarcity. Defending and extending that public sphere remains a central democratic task (2007, p. 99).

2.3.2 The Political Economic Perspective

The political economic theory, the Marxist media theory successor, has emerged in the media landscape in the 1960s and in the 1970s from the classical school of Neo- Marxist theory with cultural studies in the Great Britain. Murdock (1989b), cited in Baran and Davies, these two theories the “British cultural studies and political economy theory; however, appear to be complementary; there has been considerable rivalry between them. These two competing theories, which have been studied in different school, they have major differences in their theories and their research methods. Though, both types of research are necessary to produce a complete assessment of the role of media” (2010, p. 223 & 224).

Media scholars including Wasko and others believe the emergence of the political economy theory in the media environment dated back to the 19th century. According to Wasko, “it is emerged with the evolution of mass media in the twentieth century with roots in the work of classic political economists of the eighteenth and nineteenth centuries.” During these periods’

political economists document and analyze relations and power, class system and other structural inequalities in their studies of ownership and control (Wasko, 2014, p. 260).

Similarly, Graham asserts that since 19th century on ward, various studies, mainly focused on the effects of media ownership through media structures; the ‘commodity cycle of the media’ (production, distribution, exchange and consumption; and emphasized the media content and the technology, have been taken place under political economy approach (2006, p. 493 & 494).

Political economy is also defined as “the study of control and survival in social life. Control refers to specifically to how a society organizes itself, manages its affairs and adapts, or fails to adapt to the inevitable changes that all societies face. Survival means how people produce what they need to reproduce themselves and keep their society going” (Mosco, 2009, p. 2).

Graham defines it “the study of how values of all kinds are produced, distributed, exchanged, and consumed (the economic); how power is produced, distributed, and exercised (the political); and how these aspects of the social world are related at any given place and time.” He gives more emphasis on how technologies are important in the political economy communication (2006, p. 494).

McQuail defines the political economy approach, as “a socially critical that focuses primarily on the relation between the economic structure and dynamics of media industries and the ideological content of media.” (2010, p. 85) He further explained, this approach focused on the media institution has to be considered as economic system, how independent media sources would be reduced, high cost media production would be outdated (Ibid).

The political economy theory also examines the dominance of some forms of culture in media schedules whereas other forms of cultures are totally absent or reduced. According to Baran and Davies, political economy theorists have examined on their research ‘how economic constraints limit or bias the forms of mass culture produced and distributed through the media (2010, p. 223).

Turow defines political economy theory; it is “an area of study that focuses specifically on the relationship between the economic and the cultural, and looks when and how the economic structures of society and the media system reflect the political interests of society’s rich and

powerful.” He writes further, political economy approach wouldn’t be marginalized ‘social power and inequalities’, rather the political economy theorists should be concerned with how different institution and organizations create constrains in certain issues, the influence of advertisers in media contents and the pressures on producers (2009, p. 172 & 175).

Porras and Steeves, define the political economy of approach from the feminist and development perspectives, “it primarily considers the dynamics of media ownership and denounces concentration; the inequalities between employments (related to women in decision making), the manipulation of audience market and access to media use” (2009, p. 140).

Garnham, (1990) cited in Graham, in his criticism on the foregoing tendency in the political economy approach those have only focused on ‘mass media ownership and its broad societal effects’; defines “political economy is always concerned with analyzing a structure of social relations and of social power. But it is particularly concerned to analyze peculiarities of a system of social power called capitalism” (2006, p. 509).

However, political economic studies, as some critique claimed, is not only devoted on ‘media concentration or ownership’, rather they have focused in ‘historical analysis’, “for it is essential to documentation; “to understand the media’s role in society, it is essential to understand relationships between media power and state power, as well as the media’s relationships with other economic sectors”; and “as relations of production and class issues are key theoretical foundations for this approach and essential for assessing media power; and “political economists also have discussed media and communications specifically in relation to the public sphere, public citizenship and democracy’ (Wasko, 2014, p. 263).

The political economy approach historically transformed in the fore grounded and the goal of understanding social change. It is also noted for its commitment to moral philosophy, which means that it cares about the values that help to create social behavior and about those moral principles that ought to guide efforts to change it (Mosco, 2009, p. 4).

Political economy theory in the media study can be taken as a critical research framework in its overtly value-laden significant features. Graham the expectation as:

[It is] first emerged as a branch of moral philosophy and therefore tends to foreground specific ethical orientations. In particular, most political economic studies of communication are concerned with addressing social imbalances of power that flow from the structure and operation of communication systems (2006, p. 494).

In addition, according to Turow some researches as the threat of commercialization and homogenization', under the political economy perspective, more focused on how media firms accelerate the homogenization of the society. This commercialism process is a treat for cultural colonialism and that lead the local media industries to join the US style media production and distribution. "As a result, the prominence of indigenous cultures will decline in the media of many countries," and the democratic political process would jeopardized (2009, p. 223).

Dohnanyi states that Renate Schroeder, European Director of the European Federation of Journalism, lamented on how commercialization weakened the role of media for democratic and social values as well as for journalists; and resulted to restricting diversity and pluralism. Her recommendations for journalistic quality, ownership of media and concentration are related to political economics perspective. Schroeder states that media is important for society in creating "democratic pluralism, creative expression and cultural diversity." (2003, p. 64) Regarding the dynamic nature of information market, she stresses the importance of creating practically strong media businesses. Furthermore, separation of media and politics is essential. She finally states that it is critical to create a 'professional environment' for journalists to freely function without politically and commercial influences (Ibid). When commercial interests are set against democratic or professional values it is inevitable that the interests of the market take priority.

Political economy approach considers the media ownership, as the primary influential segment in exerting control media institutions. This approach predicts under capitalist owned media, content, and any decisions would be the exclusive right for those who have the economic power. Shoemaker and Reese asserted that, "from a political economy perspective, changes in media ownership do not greatly alter power relations, because each owner acts in a manner consistent with the interests of capital" (1996, p. 221).

Wasko, summarized its limitation, political economy approach, despite its definition mentioned above, is criticized by cultural studies scholars has taken as "narrow, deterministic, and

economist;” and it is criticized for its more concentration on the economic or the production side of the communication process, neglecting texts, discourse, audiences and consumptions” (2014, p. 269).

Contrarily, Graham asserted, how political economy approach is critical in the media studies, apart from the inclusion of “the production and dissemination of information and culture, and within a given social system “it is essential to address the relationship between people, their system of meditation, and how these figure in the development, maintenance, and change of social and political structure” (2006, p. 494).

Finally in order to answer the research questions, the researcher operationalized typology as a framework to identify and analyze the radio stations programming, to investigate the challenge of commercialization in Ethiopian private FM radio stations from the social responsibility and political economy theories. Social responsibility perspectives that dictate the conduct of media firms and the extent of which these media perform the social, cultural and political roles they are expected to be played in society. With relation to social responsibility theory, Peterson (1963) states six obligations of the media. Accordingly, the media is obliged to enlighten the public so as to foster self-governance; serve as a watchdog against government to protect individual’s rights; use advertisement to serve the economic system; entertain the public; and remain independent by becoming financially self-sufficient. (Cited in Napoli 2006, P. 281)

This theory urges, as McQuail summarizes the responsibility of media, the media should provide ‘a truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning,’ a commitment evidenced in part by objective reporting; be a forum for the exchange of comment and criticism’; should be ‘common carriers of public discussion’, at least in the limited sense of carrying views contrary to their own; project’, a representative picture of the constituent groups in the society’; ‘present and clarify the goals and values of the society’; and provide ‘full access to the day's intelligence’ thereby serving the public’s right to be informed. Thus this theory is relevant to the study because it reprimands and cautions the media not to disregard their duties to the society (2010, P. 147).

In addition, the political economy theory that examines the regulatory system of ownership, competition and monopoly, and advertising quality and content; involved for the programming content analysis to enrich the theoretical framework.

Accordingly, this study utilizes the social responsibility and political economy theories in order to investigate the challenge of commercialization in Ethiopian private radio stations. This encompasses issues such as the fulfillment of social responsibility and the effect of advertisement, diversity of programming genres and quality, ownership and competition, adherence to media regulations.

CHAPTER THREE

Research Methodology

This chapter discusses the research design that provides the research approach (methodology) that has been employed in the research for data source (program genres), data collection instruments and sampling techniques, and analysis of data.

3.1 Research Design

The purpose of this research is to assess/ investigate whether there is the challenge of commercialization in the selected two private owned FM radio stations with regard to fulfilling their social responsibility, their program diversity and locality.

This research is primarily conducted using a triangulation method, which is used to corroborate a finding with evidence from two or more different sources. Yin states that this method “pertains to the goal of seeking at least three ways to verifying or corroborating a particular event, description, or fact being reported by a study” (2011, p. 81). In addition, triangulation helps the researcher to measure the validity of the resources from different point of view. Christians further explains that by avoiding personal bias and superficiality it leads “to build up a fully rounded analysis of some phenomenon by combining all lines of attack, each probe revealing certain dimension of the human world being investigated” (2004, p. 48). A Mixed Methods approach was applied to the research design in order to reach an in-depth understanding of the radio programming content. Data from quantitative programs content, in-depth interview and documents analysis converges (triangulates) in the process of data collection and analysis. The combination of quantitative and qualitative analysis is the only adequate approach to the study of mass media messages.

This research mainly relies on programming analysis through quantitative content analysis. McQuail (2010) notes that media contents analyzed for “describing and comparing media output, comparing media with ‘social reality’, media content as reflection of social and cultural values and beliefs, and rating and classification of content” (2010, p. 286). Therefore, analysis of program schedules provided a concrete basis of analyzing and discussing part of the inside

character of radio programs. Thus, this research has mainly concentrated on the outlets of the radio stations, program genres (news, entertainment, educational, and advertisements). In addition, the interview of the media managers of both radio stations and EBA experts; documents such as media policies, regulations and proclamation documents and different resources have been used. In the first place, I categorized programs in their different genres. Whilst the second stage was the analysis of program schedules using different questions as basic informative guidelines. Since, this research conducts programming analysis in relation to commercialization, it was not necessary to include audience research, which are only indirectly related to the study.

Accordingly it starts with quantitative content analysis that drives to identify the programs genre and to analyze each program according to the research question. Holsti (1969) cited in Riffe et al. defines content analysis as “any technique for making inferences by objectively and systematically identifying specified characteristics of messages” (2005, p. 23).

Quantitative content analysis is also used to study the influence of ownership, organizational routines and rules when it becomes integrated into studies of international media flows, media organizations, professionals, production of media content (Van den Bulck et al., 2002, p. 79).

Neuendorf (2002), cited in Mcnamara (2005), who argues media content analysis should be quantitative rather than qualitative, defines content analysis as “a summarizing, quantitative analysis of messages that relies on the scientific method ... and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented”. She stressed this methods include “attention to objectivity-inter subjectivity, a priori design, reliability, validity, generalisability, replicability, and hypothesis testing” (2005, p. 2).

Walizer and Wienir (1978), cited in Wimmer and Dominic define it as any systematic procedure devised to examine the content of recorded information (2011, p. 158). Berelson’s (1952), most quoted definition of content analysis in different research, states that it “is a research technique for the objective, systematic and quantitative description of the manifest content of communication” and is equally comprehensive (1952, p. 18).

Riffe et al. (2005) summarizes different definitions of quantitative content analysis and define it in brief as examination of communication symbols in a systematic and replicable manner, by giving them standardized numeric values and analyzing their relation statistically in order to

describe, draw inferences of and context of communication in production and consumption” (2005, p. 25). This definition directs that using quantitative content analysis helps the researcher to assess representativeness of their samples, and thus use powerful statistical tools to test hypotheses and answer research questions.

This research is conducted in three phases. The first phase includes quantitative content analysis; statistical analysis applies to measure and to code each program into four genre categories. The second phase deals with qualitative data analysis by treating the descriptive program analysis, data from in-depth interviewing and document analysis. The final phase is triangulating the results from quantitative and qualitative analysis in an objective and meaningful manner.

3.2 Subject of the Study

In accordance with the objective of the study, the subjects of the study are selected. Thus, the outlets of the radio stations, the experts from both stations, the experts from EBA, and documents that show the media policies, regulation, and proclamation are taken as subjects.

These two radio stations are selected by regarding various reasons. In the first place, the study focuses on private FM radio stations. Although there are other FM radio stations in the capital, for the purpose of this study, the researcher has selected Sheger FM and Bisrat FM. Sheger FM is the first Ethiopian private owned commercial radio station that has begun broadcasting on October 4, 2007, making it a pioneer. The other one is Bisrat FM that has begun broadcasting in 2014, seven years after the previous. Second, according to GeoPoll, the Denver based media research center fourth quarter (January- April 2017) radio listenership research rating report that cited in FOJO: Media Institute, Sheger FM (23%) and Bisrat FM (18%) share of the radio listenership in the capital city (2017, p. 10).

3.3 Sampling Techniques

According to Krippendorff (2004: 86) the predefined sampling tools, “allows the analyst to economize on research efforts by limiting observations to a manageable subset of units that is statistically or conceptually representative of the set of all possible units, the population or universe of interest.” Wimmer & Dominick (2011) also stress how debatable it is to determine adequate sample size to produce reliable results (p. 132).

In this research, due to lack of a profound sampling model in radio commercial research, the researcher engaged a composite week of programs recorded from May 13st to May 27th 2018. As the nature of program analysis, it's labor-intensive, and frequently time consuming, and expensive, Gerbner et al. (1977) cited in Gunter suggested a one week's entire programs sample is preferable (2002, p. 222). In relation to sampling, it is pointed out that most studies take a two or one week sample program by considering the laborious nature of program analysis. The drawback of such sampling is that it is unrepresentative because it does not include seasonal influence of programming such as political/ electoral period/ and sports live game as Olympic sessions (De Bens, 2005, p. 37). Taking this into consideration, the researcher took a one week program from each station, and going back and forth from the sample week, included seasonally influenced programs and unavailable programs such as live soccer matches in the specific week. This was necessary because Bisrat FM transmits live soccer matches, which included English Premier League and World Cup, aired on days that are not included in the sample week. Thus, in this research, in order to gain rich and in-depth information, purposive sampling method was applied. It is thus a type of empirical enquiry that entails purposive sampling for gathering data.

Wimmer and Dominick (2011) describe purposive sampling as one, "which includes respondents, subjects, or elements selected for specific characteristics or qualities and eliminates those who fail to meet these criteria" (P. 87) Purposive sampling is the selection of study subjects or elements that fulfill the demands of the research by focusing on specific qualities. The results are not to be generalized; however, they help to show the issue with precision. For these reason, purposive sampling is appropriate for this research, and is used accordingly.

3.4 Data Collection and Analysis

In this research both quantitative and qualitative research data collection methods have been employed to obtain a full picture of the object to the study. According to Patton (1987) cited in Lucienne and Chakaberti, the quantitative data allows statistics that makes "summaries, comparisons, and generalizations quite easy and precise" whereas qualitative data are "typically meant to provide a forum for elaborations, explanations, meanings and new ideas" (2009, p. 123). Creswell pointed out how the mixed method approach is crucial by stating "the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone" (2014, p. 32 pdf).

For the purpose of the research, according to their program schedules and program outputs, forty-eighth (48) and forty (40) program contents were recorded from Sheger FM 102.1 and Bisrat FM 101.1 respectively.

Berelson (1952), pointed categorization system helps the researcher, “particular studies have been productive to the extent that the categories were clearly formulated and well-adapted to the problem and the content” (P. 147). The researcher then based on the typologies that previously mentioned in chapter two developed different sub-categories by analyzing programming contents in terms of their major themes.

To measure and code the recorded program contents from both stations, the researcher has identified, itemized, measured and coded them in different coding sheets. This analysis is carried out to provide descriptive profiles of media such as the percentage of airtime devoted to news, educational, entertainment and amount of advertisement messages disseminated in each program content; program’s name, genre, frequency of the programs per week, allotted time of programs per week, the percentage of the program from the total allotted time within a week, allotted advertisement airtime in each program, total advertisement airtime in each program, and the percentage of the total advertisement messages from the programming contents as measured and coded in their columns. Wimmer & Dominick refers in media outlets research at “ratio-level measurements are made concerning time: the number of commercial minutes, the types of programs on the air, the amount of the program day devoted to programs of various types, and so on. Interval and ratio data permit the researcher to use some powerful statistical techniques” (2011, p. 167)

Radio programming can be described in a number of different ways such as styles, formats, genres, and so on. One of the widely-used approaches is based on the genres of the programming. According to Turow (2009), the primary genres that media firms produced, distributed, and exhibited media contents are classified into news, entertainment, information, education, and advertisement (P. 60). Hence, contents of the radio programs are organized into four categories after preliminarily examination in terms of their genres as: news, education, entertainment, and advertisement.

The researcher used this genre based program categories and their allotted time as indicators to analyze whether all the programs were disseminated in a balanced manner, in terms spatial and thematic coverage, and diversity. Stempel (1952) and Riffe et al. (1992) cited in Krippendorff, suggested within a genre, measuring of content categories the researcher can enhance to generalize from the result of content analysis (2004, p. 34).

In the news category the researcher preferred their news-entertainment packaged in one hybrid programs schedules that news contents allocated in Sheger Maleda, Yeqeter Worewoch, Liyu Worewoch, Evening News, and Late Night News from Sheger FM; and Bisrat Maleda and Bisrat 12 from Bisrat FM. News is the major form that transmits timely, relevant and reliable public events using various formats, making it information transmission in news bulletins. It includes hard and soft news, and news in documentary and magazine formats. In this category they are assigned according to their themes, messages analyzed, categorized, and coded as news (local and foreign), business, infotainment messages (information & entertainment), sport news, or advertisement.

In educational genre category, programming contents of both radio stations that fit to the category are assigned. Educational programs are intentional and specific programs prepared for specific audience, clearly showing the social and political context with the aim of contributing to behavioral and social change. The programs under this category include programs on health, children, law and order, public policy, education and the like. They are measured and coded separately according to their total allotted time per week, the total hours given or aired time, each advertisement messages (minutes and seconds) measured and coded accordingly in assigned columns.

Under entertainment genre category program contents are identified, analyzed, and coded according to their definition and the contents they represent. Entertainment programs are designed in various formats with the purpose of attracting, amusing or diverting the audience. This category included entertainment (infotainment) messages, sport programs, and music sessions. This characteristic of the infotainment is even taken as a motto in the radio stations since they claim that they are infotainment stations with the aim of informing and entertaining the audience.

Advertisement is the fourth category considered in the study. Advertising is paid promotion of goods and services for audience, potential consumers, in various formats with the objective of creating awareness, brand images, positive association, and shaping consumers' behavior.

Finally, a descriptive analysis on the method of presentation is carried out to assess the media content based on the country's media regulations and media theories, which are shaped into questions and attached in the appendix.

In the first phase of the research, in the quantitative research method, MS-Excel computer program system has been implemented for itemizing, measuring, and coding the sampling data in their categories; the researcher preferred 'a paper coding' and latter entered the data into a computer system for analysis.

For the second research methodology, in-depth interview, document and summary of top ten most advertisement programs analysis were conducted. They are to assess the overall media systems' internal structure: selection and production of contents, and editorial policy. It is also done as an attempt to understand their personal beliefs regarding the topic. This study consists of four in-depth semi-structured interviews, related to the topic with purposively selected concerned bodies, to gain firsthand information and understanding.

The four respondents are professionals, who represent in different sectors in relation to commercial radio industry in Ethiopia. In order to gather relevant information, two of the respondents were chosen from Ethiopian broadcasting Agency (EBA), Expert of Licensing Department and Program Supervisor Officer interviewed who are concerned with media regulation, production and dissemination media content. The interview with these EBA officials took place in March 20, 2018. In addition, interviews were made with Ato Messele Mengstu, the owner and founder of Bisrat FM 101.1 radio station and program director, and with Ato Girma Fisha, the director of Sheger FM 102.2 radio station programs. The respondents were asked to state their name, job title and years of experience in the industry. The interviews took place between May 22 and May 23, 2018.

Each interview lasted between forty minutes to an hour and, the interviews were audio-recorded, and later transcribed and translated. The collected data from interviews has been interpreted and organized with the purpose of answering research questions in this thesis. The interviews were

conducted in Amharic and translated to English by the researcher. The Amharic transcription is placed under the Appendix, for the sake of validity and reliability of translation.

Another qualitative data collection instrument that has been used in this research is document analysis or content analysis. Document analysis is, as Wharton (2006) put it, a detailed examination of documents produced across a wide range of ‘social practices’ and a variety forms written and visual images, which are produced in places of work, commercial and public organizations and educational institutions are amongst the many economic, social and cultural organizations that produce documents that are of interest to research. As with all documents, these have a variety of social functions, including information, leisure and social control functions (2006, p. 92).

Thus, for this research, document analysis was conducted to examine the “Ethiopian Broadcasting Proclamation (EBA) 533/2007”, “Commercial Radio Broadcasting Services Directive No. 01/ 2008”, “Anti-Terrorism proclamation No. 652/2009”, and “Advertisement Proclamation No.759/ 2012”. Scrutinizing these documents can help whether the radio stations produced and disseminated their content accordingly with the regulations and the policies.

The final phase of the research involved triangulating the results from the aforementioned analyses. This is helpful to verify the accuracy of results and strengths the validity. Based on this, an overall conclusion about the radio stations has been made possible.

CHAPTER FOUR

Presentation and Data Analysis

The central objective that set off this study is to figure out whether there is the challenge of commercialization in the media industries specifically on private FM radio stations; Sheger FM101.1 and Bisrat FM 101.1 in fulfilling their social responsibility. In order to archive this objective and other accompanying research questions programs contents and document analysis and in-depth (semi-structure) interviews were carried out in this research.

4.1. Quantitative Analysis of programs

In this section of the research programs which were categorized in news programming, entertainment, educational, and advertisement are included. Then a quantitative analysis is carried out with focus on the airtime allotted for each program and advertisement.

4.1.1. Analysis of News Program Content

According to McQuail, news deserves priority in dealing with media content because it requires an original contribution of the media to wide range of cultural expressions. It is also the dominant aspect in defining journalist and the media (2010, p. 315). However, in both radio stations and other FM radio stations news programs were outlet in mixed hybrid contents (news and non-news messages) clustered in one program schedules. In this clustered news program genre category, contents classified in terms of their themes as political and social news contents including business, and sport news; non-news contents, advertisement messages, and music are counted to determine and analyzed; how much and in what ways news items and others were represented in the news programs; and second which content represented or overrepresented in this program genre schedule.

There are news programs in Sheger FM 102.1; namely ‘Sheger Maleda’, ‘Yeqeter Worewoch’, ‘Liyu Worewoch’, ‘Evening News’, and ‘Late Night News’. In the table below, the number of times these news programs are aired, the hours they take and the amount of time allotted for advertisement per week is presented.

Table 4.1.1 (a): Summary of News programs in Sheger FM 102.1 (%).

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent (%)	Total Advertisement Airtime in each program	Program Content Messages in percent (%)	Total Advertisement Messages in percent (%)
Ye Sheger Maleda	5	10hrs	7.93	1hr&1m	89.84	10.16
Yeqeter Worewoch	5	2hrs & 30m	1.98	24m	84	16
News/Liyu Were	1	1hrs	0.79	3m	95	5
Evening News	5	5hrs	3.96	40m25s	86.7	13.3
Late Night News	5	50m	0.66	0	100	0
Total	21	19hrs & 20m	15.32	2hr9m	88.88	11.22

Table 4.1.1 (a) demonstrates that the news in Sheger FM 102.1 has taken place with different format as other FM radio stations that blended it with different contents. The frequency of news program genre airs in ‘Sheger Maleda’ five times a week during morning from 6:30 am to 8:30am; ‘Yeqeter Worewoch’ at noon from 12:00pm to 12:30pm; and evening news from 6:00pm to 7:00pm: at 9:00pm for 10 minutes on week days for the major news items, and ‘Liyu Worewoch’ once a week on Saturday from 12:00pm to 1:00pm, for 60 minutes.

When the total time allotted for advertisement from the total airtime under this category is put in figures, it is evident that its share is smaller. Advertisement takes (11.12%) of the time while leaving (88.88%) to the news programs. However, in this category some contents such as “business news” “public information”, and “messages from the physicians” were sponsored programs. On the other hand, in the “late night news” program the main news issues throughout the day were brief and summaries and presented. Each news segment, such as business news, is transmitted with an advertisement before it. This shows that the news is interrupted by sponsors while listeners expect more news, which makes it preferable for advertisers.

In the same manner, there are news programs in Bisrat FM 101.1: ‘Bisrat Maleda’ and ‘Bisrat 12’. In the table below, the number of times these news programs are aired, the hours they take and the amount of time allotted for advertisement per week is presented.

Table 4.1.1 (b): Summary of News programs in ‘Bisrat Maleda’ and ‘Bisrat 12’.

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent	Total Advertisement Airtime in each program	Program Content Messages in percent (%)	Total Advertisement Messages in percent (%)
Bisrat Maleda	5	12hrs & 30m	9.92	1h20m	89.33	10.67
Bisrat 12	5	2hrs & 30m	1.98	40m	73.33	26.67
Total	10	15hrs	11.9	120m	87.33	12.67

Table 4.1.1 (b) outlines that news programs in Bisrat FM 101.1 presented for fifteen hours in week days in ‘Bisrat Maleda’ morning from 6:00 am to 8:30am and in the evening with ‘Bisrat 12’ from 6:00pm to 6:30pm in hybrid program. The news programs on both schedule intermingled with sport match news, entertainment/ infotainment, and music with advertising messages between the news. The news sources are mainly from public relation, news conferences, court news and news events such as accidents.

Advertisement takes (12.66%) of the total airtime and the remaining (87.34%) of the time is allotted for the news programs. However ‘Bisrat 12’, when seen individually, takes a larger share of advertisement by providing (26.67%) of its airtime for advertisement, which makes it more exposed to advertisement. However, contents in this genre composed of news- facts and other contents such as dream analysis, essays, and music.

4.1.2. Analysis of Educational Programs

In defining educational contents, Lasswell (1947) states, “the third function of the media, transmission social values”, as cited in Shoemaker and Reese, however, the rest three also help in transmitting lessons to new members; it states that “virtually all forms of content transmit the perceived norms of society in some way” (1996, p. 26). It refers to the media's ability to

communicate the norms and values of a society as well as and as frames of reference to society. Programs, which are produced and disseminated around a specific theme such as health, literature, culture, art, environment, and programs in children designed to educate the audience to encourage and promote values in a given society. In addition to transmission of the appropriate social values and norms, it contributes to the society in creating common bonds in its members and transmitting social heritage.

Under educational category programs analyzed includes those that mainly focus on educating the society rather than informing and entertaining. The educational contents covered a number of issues and contributed for audience conceptions and actions in areas such as ‘gender, health, science, the family, educational achievement and aspirations, politics’.

Sheger FM 102.1 presents various programs that have educational contents. The following table presents the airtime each program takes with the time allotted for advertisement.

Table 4.1.2 (a): Summary of Educational Contents in Sheger FM 102.1 Radio station

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent	Total Advertisement Airtime in each program	Total Advertisement Messages in percent (%)
Wanaw Neger Tena*	1	0:10	0.13	Sponsored	Sponsored
Yetibeb Menged	1	1	0.79	3m	5
Yenigat Wege*	2	0:55	0.72	Sponsored	Sponsored
Tabitha Ambulance*	1	0:05	0.06	Sponsored	Sponsored
Ye Tena Maed*	1	0:30	0.39	Sponsored	Sponsored
Sheger 911	11	0:30	0.39	3m	10
Sheger Café	3	4	3.17	26m	14.4
Leza Collage Time	1	1	0.79	2m10s	3.33
Sheger Auto	1	1:20	1.05	4m32s	5.6
Sinkisar	1	1	0.79	10m	16
Kebet Eseke Ketema	1	1	0.79	35s	0.83
Betegna*	2	1:30	1.19	Sponsored	Sponsored

Yeqidame Chewata	1	7:30	5.95	33m	7.33
Yimechish	2	2	1: 58	100	0
Andand Negeroch	1	1:20	1.05	10m	12.5
Mar Aday	1	0:30	0.39	100	0
Qine Sheger	1	1:30	1:19	Sponsored	Sponsored
Hager Inniy	1	1	0.79	Sponsored	Sponsored
Total	23	1610 mi (26.8hrs)	21.21	93m	

* These programs were disseminated with sponsorship and according to the radio station's description, sponsors cover the total allotted time in the program. (Source: www.shegerfm.com)

N.B. The total airtime given for advertisement is not expressed in the above table in minutes and percentage because some of the programs are fully sponsored. The nature of these programs contents in relation to sponsorships are highlighted in the next section of this chapter (see 4.2.1.2).

Table 4.1.2.1(a): gives the specific details of themes categorized under educational programs in Sheger FM 102.1 radio station. These eighteen programs covered (21.21 %) of the total allotted time within a week. These programs mainly focused on educational and informational issues that targeted the listener to feel and understand the past and the present around their surroundings. About (5.95%) and (3.7%) of this section has been covered by 'Yeqidame Chewata' and 'Sheger Café'. These programs address different issues concerned more about social, political and cultural issues. 'Wanaw Neger Tena', 'Ye Tena Maid', 'Tabitha Ambulance', and 'Betegna were' those that issued their programs' themes on health and family planning covered (2.49%); 'Yimechish', 'Yenigat Wege', and 'Mar Aday' (2.69%) on gender and childcare; 'Leza Collage Time' (0.79%) on college students and issues related to Ethiopian higher education, Sinkisar, the documentary program that raises social, political, and cultural issues of the country and around the globe (0.79 %); 'Andand Negeroch' the program that more devoted for social problems and current affairs covered (1.05%). This program is aired on Thursday morning, and the audiences participate through phone-in. It has also invited concerned guests related to the issues.

The 'Kebet Eseke Ketema' program that focuses on architectural and urban development covered (0.79%). The program includes audiences question related to construction and shows the

way to solve their problems. The program that focused on Ethiopian tourism cites are ‘Hager Inniy’ (0.79%), ‘Qine Sheger’ (1:19%) and the program that centered its contents on police and court issues ‘Sheger 911’, and the program that gave expertise information on automotive for its listeners in a phone-in, ‘Sheger Auto’ covered (0.39%) and (1.05%), and ‘Yetibeb Menged’ (0.79%) of the total allotted time.

The overall share of advertisement in this category is smaller than in the others. From the total airtime, advertisement takes (5.77%) of the time and the remaining (94.23%) of the time is dedicated for the programs. However, most of these programs are sponsored and presented according to their standards.

Similarly, Bisrat FM 101.1 has various programs with social and educational contents. They are presented with the quantitative data regarding the airtime for programs and advertisement.

Table 4.1.2 (b): Summary of Educational Programs in Bisrat FM 101.1 Radio station

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent	Total Advertisement Airtime in each program	Program Content in Percent	Total Advertisement Messages in percent (%)
Girum Kana	1	1	0.79	7m	88.33	11.67
Filsiffina	1	1	0.79	4m	93.33	6.67
Lieu Abol	1	1	0.79	0	100	0
Asham	4	4	3.17	16m	93.33	6.67
Bisrat Pharmacy	1	1	0.79	0	100	0
Le Nege	2	1	0.79	2m	97.7	3.3
Aned Demits	1	1	0.79	5m	91.67	8.33
Addis 1879	2	2	1.58	26m	78.4	21.6
Tesfa	1	2	1.58	6m	95	5

Abyssinia						
New Wey	2	3	2.38	0	100	0
Auto Safety	3	3	2.38	56m 6s	68.9	31.1
Eiyoha Ethiopia	1	0:30	0.39	8m	73.33	26.67
Niqu (Awake)	1	1:30	1.19	5m	94.45	5.55
Ethiopia	1	1:30	1.19	8m45s	90	10
Ye Selam Gebeta	1	1:30	1.19	31m	65.56	34.44
Karibu Automotive	1	1:30	1.19	12m	86.7	13.3
Total	24	26.5 hrs)	20.98	189m	88.12	11.88

Table 4.1.2(b): demonstrates the distribution of educational programs which have been disseminated on the Bisrat FM 101.1 radio station. These sixteen programs covered (20.98 %) of the total allotted airtime and make up the second largest category next to entertainment. Issues on health contents, seen separately, covered (4.75 %) in ‘Girum Kana’, Bisrat Pharmacy, and ‘Le Nege’ programs.

The program that focused on ‘human trafficking and its crises,’ (the desperate life of Ethiopian citizens around the globe, especially in middle east) ‘Tesfa Abyssinia’, covers (1.58%); the program that centered its contents on people with disabilities, ‘Aned Demits’, which concentrated on people hearing imperilments covers (0.79%), the social such as health, and so on, and family problem oriented programs in ‘Niqu’ and ‘Ye Selam Gebeta’ covers (3.38%), programs discussed on Ethiopian modern social norm under ‘New Way’ and ‘Lieu Abol’ covers (2.38%) and (0.79%) respectively. ‘Ethiopia’ in its question and answer phone-in program that focused on general knowledge (1.19%), the program that focused on police and court issues ‘Eiyoha Ethiopia’ (0.39 %), programs that provide expertise information on automotive for their

listener with phone-in, ‘Auto Safety’ (2.38%), ‘Karibu Automotive’ (1.19%), of the total allotted time.

‘Asham’ is one of these programs, which centered on social issues, culture, personal experience, and issues related to African history. The other program is ‘Filsiffina’, which is a program dealing with philosophical issues in relation to social concerns by inviting intellectuals in the field. ‘Addis 1879’ is the other program, focusing on in-depth discussions on Ethiopian history. From the total airtime of the station, ‘Asham’ covered (3.17%), ‘Filsiffina’ covered (0.79%), and ‘Addis 1879’ covered (1.58%) of airtime per week.

The total share of advertisement from educational programs covered (11.88%) of the airtime. This shows that the share of advertisement is relatively smaller in this category.

4.1.3. Analysis of Entertainment Programs

The following tables (4.1.3a and 4.1.3b) outline the distribution of entertainment programs in Sheger FM 102.1 and Bisrat FM 101.1 radio stations. It also shows the share of advertisement from the total air time allocated for entertainment category in each station. These programs included talk show programs, all sport programs, and music based programs.

There are some programs that have educational contents but with more stress on entertainment contents. It is stated that entertainment provides momentary satisfaction and relaxation for the audience and the producer has full autonomy. It is further stated, “Entertainment content, may, shed light on reality, represent the human experience, and have its origins in real life, but entertainment is usually not designed to-convey actual events” (Shoemaker & Reese, 1996, p. 26). The programs with educational contents which are placed under entertainment category manifest the above idea, and are put in this category accordingly.

Table 4.1.3 (A) Summary of entertainment programs in Sheger FM radio station

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent	Total Advertisement Airtime in each program	Program contents in percentiles (%)	Total Advertisement Messages in percent (%)

Ye Alem Quwanqa	5	9	7.14	166mi	69.26	30.74
Sheger Shelf	1	1	0.79	7m	88.3	11.67
Wey Addis Ababa	3	5:55	4.69	38m	89.3	10.7
Anderech Arada	3	5:40	4.49	72min	78.83	21.17
Endalkina Mahider	3	5:55	4.69	42mi	88.17	11.83
Yazebot Tereke	5	2:30	1.98	14m10	91.56	9.44
Sheger Mzenagna	1	1:30	1.19	0		0
Mazorya	1	0:30	0.39	1m	96.14	3.86
Sheger Sport	6	8	6.34	54m	88.56	11.45
St. George FC	1	1	0.79	1m	98.34	1.66
Sheger Inspirational Music	6	3:30	2.78	0	100	0
VOA Music	18	13:50	10.97	0	100	0
Ye Sheger Music	8	9:46	7.87	0	100	0
Ye Jazz Chewata	1	0:53	0.69	0	100	0
Leza Lunch Music	5	6:10	4.88	46m	87.57	12.43
Times Classic	1	0:55	0.72	0	100	0
The Africans	1	1	0.79	0	100	0
Total	69	78hrs	61.9	7hrs & 35m	90.58	9.42

Table 4.1.3(A) outlines the proportions of programs under the entertainment category in Sheger FM radio station. These entertainment genre programs were produced and disseminated in seventeen programs for seventy eight (78) hours, and which takes (61.9 %) of the total station's programs. The programs in this genre take the week day's air time except for the Sunday afternoon program 'Mazorya' (0.39 %). The content in this program concentrated on soft issues and on giving information about new recreation centers inside the metropolis. 'Ye Alem Quwanqa', produced in Nebil Mohamed Promotion Agency, covered (7.14 %) of the total allotted time and (27.67 %) of the entertainment genre. In addition, this program covers 6 hours from Monday to Thursday and 3 hours, from 9pm – 6 pm, on Saturdays.

‘Wey Addis Ababa’, ‘Aderech Arada’, and ‘Endalkina Mahider’ are the second major entertainment programs in this radio stations. They each covered (4.69 %) of equal air time from the total allotted time. ‘Wey Addis Ababa’, which is produced by ‘Birrbuak Promotion Agency’ deals with entertainment news and events. It is aired on Monday (4:00 to 5:55pm) and Tuesday and Thursday (2:00 to 3:55pm) for 5 hours and 55 minutes. The contents in ‘Wey Addis Ababa’ mainly focus on Ethiopians arts and cultural and presented in an entertainment style, thus, can be classified as ‘edutainment’ from its diverse and rich socially concerned contents. Edutainment is defined by Merriam-Webster Dictionary (2012) as media designed to educate through entertainment. It has content that is intended for teaching but having incidental entertainment value.

‘Endalkina Mahider’ is the other program that covers two hours on Wednesday and Thursday (4:00 to 6:00pm) and Friday (2:00 to 4:00pm). It is an edutainment program that follows a style to entertain and educate the audience at the same time that dealt with political, economic, and cultural issues of the society. Guests on art and related issues (writers, and experts in related fields) provide some commentaries in specific issues. This program also contains sport (more likely European soccer news) with music. In addition, weekly question with awards for those who answer are presented for listeners. The other afternoon program, which is presented in Sheger FM 102.1 radio station, is Aderech Arada that is produced by ‘Shimelis Bekele Multimedia,’ and it is more focused on entertainment issues. This program is aired on Monday and Wednesday (2:00 to 3:55pm) and Friday (4:00 to 5:55pm) by exchanging the scheduled time with Wey Addis Ababa, and ‘Endalkina Mahider’. Primarily, contents from Aderech Arada focus on soft and human interest issues and music.

Programs such as ‘Sheger Shelf’, ‘Yazebot Tereke’ and ‘Sheger Mzenagna, are the third major entertainment programs in terms of time by taking (0.79%), (1.98%), and (1.19%) respectively, which are oriented on art and cultural contents. Sheger Shelf, which is on air during Friday morning (9:00 to 3:00am) and Yazebot Terek, in all week days, from Monday to Friday, in the evening (9:00 to 9:40pm). Sheger Mzenagna, the program that is classified under the entertainment and covering (1.19 %) of the total airtime; mainly concentrated on musical contents and a phone-in format.

The programs which contented with sport covered (6.34 %) of the total airtime. Sheger Sport covers (6.34 %) of the station’s airtime and is presented 6 times a week, adding up to eight hours per week. St. George FC that is produced by St. George FC covers (0.79 %) of the airtime, which is broadcasted one time for an hour in a week. Advertisement takes (10.37%) from this two programs, which is comparatively lower than most of the other categories, except for social and educational category.

As in the above table showed music in Sheger FM 102.1 radio has taken a large share of airtime (28.08 %), which is prepared from its own station and other sources, predominantly VOA English language program live music stream. These musical contents from VOA were in different genres (VOA Jazz, VOA Africa) for 13:50 hours (10.98 %) of the total allotted time. Music (domestic and foreign) transmitted for 22.38 hours (17.14 %) of the total airtime with ‘Leza lunch time music’, ‘Morning inspirational Music’, ‘The Africans’, ‘Ye Sheger Music’, and from ‘Sheger Music’ programs. The share of advertisement is not high in this category, because advertisement only takes (2.11%) while the remaining (97.89%) is dedicated to music.

All the programs, except ‘Yazebot Terek’, are produced with different multimedia and promotional agencies, outside the radio station. Hence, about (92.43 %) of the programs were produced by outsourcing the radio station’s airtime. This can be seen in terms of the time allotted for advertisement, which is comparatively higher than it is in other categories. The time allotted for advertisement in this category takes (16.81%) and the remaining (83.19%) is dedicated for the programs.

4.1.3 (B) Entertainment programs distribution in Bisrat 101.1 radio station

Programs Name	Frequency of the programs per Week	Total Allotted Time per Week in Hours	Total Allotted Time per Week in percent	Total Advertisement Airtime in each program	Program contents in percentiles (%)	Total Advertisement Messages in percent (%)
Yefiqir Ketero	1	3	2.38	3m		1.66
Benegerachin Lay	1	1	0.79	10m	90	10

Abironet	1	1	0.79	0	100	0
Qine Bisrat	1	2	1.58	4m	97.77	2.23
Ye Tibebe Bilichita	1	1	0.79	2m15s	96.67	3.33
Ye Tibebe Moged	1	2	1.58	0	100	0
Bisrat Berari	1	2	1.58	1m20s	98	1.08
Kesefer Esketefer	2	3	2.38	6m	96.67	3.33
Maraki	2	2	1.58	6m	95	5
Selegna	3	3	2.38	55m	69.5	30.5
Eilifign	2	3:30	2.77	23m	89.1	10.9
Mese Resort	3	6	4.76	2hrs	67.7	33.3
Hulu Addis	3	6	4.76	1hr35m	73.6	26.4
Kingo (DJ Kingston)	5	5	3.96	1hr42m	66	34
Station's Program	13	13:30	10.31	1hr38m	87.91	12.09
Sky Sport	1	1hrs & 30m	1.19	7m	92.22	7.78
Injury Time	1	2	1.58	4m	96.67	3.33
Ethio Buna FC	1	2	1.58	5m10s	95.73	4.27
Bisrat Highlight	1	2	1.58	4m	96.67	3.33
Global Sport	2	3	2.38	13m34s	92.5	7.5
Tribune Sport	3	6	4.76	1hr12m	80	20
Bisrat Sport	6	9	7.14	2hr11m	76	24
Live Sport	1	5	3.96	1hrs	80	20
	56	84hrs & 30m	66.67	793m (13hrs)	84.37	15.63

Entertainment is one of the major and the leading genre of all the programs in Bisrat 101.1 radio station. As outlined in table 4.1.3 (B), from the proportions of programs discussed in the entertainment contents and their time distribution throughout the week, entertainment programs occupied eighty four hours (84hrs & 30m) or about (66.67%) of all the programs in this radio stations. Thirteen programs, which were more controversial and inconsistent in the nature of their contents, are under the name of Yetabiyaw Programoch (Station's programs), reserved for Live Soccer program, mainly focused on entertainment contents have taken places in this category.

Mese Resort is one of an entertainment focused programs that transmits on Monday, Wednesday, and Friday from (4:00 to 6:00pm). It takes (4.76%) of the total time and the contents mainly focused on soft and heartwarming events and sourced from internet, mainly social Media.

'Selegna' is one of the programs with contents focusing on beauty and lifestyle. The program is presented three days a week: Monday, Wednesday, and Friday (11:00am to 12:00pm) for three hours and takes (2.38%) of the total airtime.

The other entertainment content oriented program in this radio station is Hulu Addis, which covers (4.76%) of the total airtime. This program covers six hours: on Tuesday and Thursday (4:00 to 6:00pm), and Friday (2:00 to 4:00pm). It classified its contents with the title 'Five issues of Hulu Addis' and one of it sport issues that lasts for 20 minutes daily and (33%) of the total airtime of the program. The contents on this program more emphasized on renowned personalities, historical events in the week or month, and music overshadows its airtime. Some of the contents touch educational and social issues slightly. On the other hand, this program is more homogenized with other radio station program such as ethiopicallink.

The fourth program that dominated in this category is 'King' (DJ Kingston) that covers (3.9 %) of the total time and presented in all the week days (12:00 to 1:00pm) and Thursday (2:00 to 3:00) for a total of five hours. Music and events, individual personalities those related with the music industry dominated the content of this program. In addition, contents which have been sourced mainly from social media and gossips have got more time in the program.

'Eilifign' and 'Kesefer Eske Tefer' are programs covering (2.77 %) and (2.24 %) of the total airtime of the radio station respectively. 'Eilifign' is a program that focuses on entertainment

produced in GMC Multimedia and Promotion Agency and presents in Bisrat FM 101.1 radio station on Thursday (6:35 to 8:00pm) and Saturday (11:00 to 1:00pm). This ‘edutainment’ program focused on book narration and on current amusing affair, making it more of entertainment. The other program, which attempts to show social problems and the foregoing debates on generation, is ‘Kesefer Eske Tefer’. It contains social, political, and economical issues; though it intends to include contents of human interest stories; namely youth targeted stories (letters from the audiences about love stories presented in the sensational way).

‘Yefiqir Ketero’ is an evening program that takes (2.38 %), transmitting on Monday for three hours and concentrated in its content more on citizens who lived abroad and their life style including their ups and downs. The program includes journalistic reporting from North America (US and Canada) and Western Europe. In addition, the program included more sensational contents on individual personalities that talk about life of the Diaspora. The program touches on soft issues, and presented in an entertaining manner.

‘Benegerachin Lay’ produced by Genet Nigatu promotional Agency, and ‘Abronet’ cover equally (0.79 %) of the time allocated for this genre. Contents from ‘Benegerachin Lay’ focus more on the life of celebrities and famous personalities with their interviews.

The other entertainment genre program in Bisrat FM 101.1 radio station is ‘Yetibeb Bilichita’ which broadcasts for an hour on Sunday (3:00 to 4:00pm). It takes about (0.79%) of all the programs and it features art and cultural news. ‘Maraki’, produced by Meskerem Multimedia, is the other program that covers (0.79%) of all the programs.

‘Abronet’ is produced by Henabay Advertisement and Promotion Agency and it covers (0.79%) of the total time that allotted in the radio station. The program that has been on air on Thursday (1:00 to 2:00pm) focused on Ethiopian art and cultural issues, the content includes different poems, discussion between hosts on certain issues.

The overall share of advertisement in this category is comparatively higher than it is in the others. Advertisement takes (13.53%) of the total airtime, while the remaining (86.47%) of the time is dedicated for the entertainment programs. This suggests that advertisers are more inclined to choose entertainment programs for advertising their products.

Sport contents produced and disseminated in Bisrat FM 101.1 consume one fifth of the overall programs (26.46%) of the total program within twenty five hours and thirty minutes coverage of the total program time. These figures can be rising when there is a live soccer transmission from Europe, specifically English Premier League. As it has been already mentioned, programs those packaged in 'Yetabiyaw Program' and covered (10.31%) of the total programs are preserved for Live soccer transmission. When this research was underway, two live soccer matches were transmitted (Wednesday and Saturday) in these time schedules. Accordingly, the programs mentioned under this category also increase in number.

As shown in the above table, about (7.14 %) of the total airtime and (35.32 %) of the programs under this category is covered by 'Bisrat Sport'. This program is on air all week days in the morning time Monday to Friday (9:30 to 11:00pm) and Sunday (8:30 to 10:00pm) for a total of nine hours per weeks. 'Tribune Sport' in its program on Tuesday (8:00 to 10:00am), Thursday (12:00 to 2:00pm), and Sunday (10:00am to 12:00pm) covers (4.76 %). 'Global Sport', Monday (2:00 to 3:00pm) and Sunday (6:30 to 8:30am) covers domestic sport issues (2.38 %). 'Bisrat Highlight' covers (1.58 %) of the total airtime and 'Injury Time' which is on air every Friday (10:00pm to 12:00am) covers (1.58 %) of the total programs. 'Sky Sport' (Tena Yestlegn) on Friday (6:30 to 8:00pm) covers (1.19 %), and on Saturday (9:00 to 11:00am), 'Ethio Buna FC' covers (1.58 %) of the stations' airtime per week.

Advertisement is relatively much higher in this category taking (15.42%) of the time and leaving (84.58%) for the sport programs. This shows that advertisers' prefer sport programs for advertising their products.

Music programs in Bisrat FM 101.1 radio station went on without specific time schedule and rather on in the station's programs; which have been reserved for live soccer match. This means that the times allotted for the station's programs is a time in which music is played, as a way of keeping the time free for live soccer broadcasts. The advertisement in during this time is indeterminable since it depends on the weight given for a certain soccer match.

4.2. Qualitative Content Analysis

According to Shoemaker and Reese, media content means the complete quantitative and qualitative range of verbal or visual information and that is distributed by the mass media,

anything that appears there (1996, p. 5). In the previous section of this research all the programs from the two radio stations' Sheger FM 102.1 and Bisrat FM 101.1 were analyzed quantitatively and the nature of the programs also highlighted in their themes accordingly. Here contents are analyzed qualitatively to understand the overall situation of the radio stations. Hence, knowing only the distribution contents in the media may not give a full image of the media; it is advisable to use the qualitative attributes of media content to reveal or shade a light on the research.

The quantitative data has its own contribution for the qualitative analysis indirectly. Furthermore, the data gathered from the interviews and from the content of the programs is analyzed and interpreted. Thus, the content analysis combines the results from all the data and put it in a meaningful manner in relation to media principles and regulations.

For the purpose of clarity of analysis, data is presented and discussed concurrently, under the various sections. Due to the qualitative methodology employed in this study, the findings are presented in a narrative rather than the statistical form, based on three major themes namely:

- Programs production & scheduling;
- Media Ownership and Regulation;
- Summary of top ten advertisement programs; and
- Advertisements and Competition.

4.2.1. Programs Production and Scheduling Analysis

Analyzing of program schedules provided a concrete basis of analyzing and discussing part of the inside character of radio programs. In this section of the research, to what extent these programs scheduling addressed the broadcasting regulation policies, the news style and their sources, the sources of the programs analyzed in terms the regulations are presented.

4.2.1.1. Discussion on News Programs

In the radio stations' as already mentioned in the previous section of this chapter, Sheger FM 102.1 in five news bulletins (19hrs & 20m or 15.32%) and Bisrat FM 101.1 in two news bulletins (15hrs or 11.9%), of covered with news, such as political, social, business, weather cast and sport news, advertisement messages, music and non news messages, information & entertainment/infotainment, music, were presented under news programs in hybrid form of programming

formats. These programming formats were given a small portion of factual or traditionally what the news items characterized fundamentally.

According to EBA Program Supervisor Officer, these kind of formats mainly designed to bypass the advertisement proclamation that stated “Programs disseminating discussions of the House of Peoples’ Representatives, news programs and current affairs programs may not be sponsored” (A Proclamation Advertisement No. 759/2012; Article 16, 1). He continued the argument and stated: “These news programs wouldn’t be taken as news program, they are designed to transmit a program crammed by incorporating news & current affaire issues, business sport news, and non news content issues. These way of programming format help the radio stations to disseminate different issues in corporate with advertisement massages as other program genres.” (Interview with EBA Program Monitoring Department Head, March, 20, 2018)

Similarly, the news outlets were more scheduled or event oriented and were gathered or sourced from news releases, and included meetings, speeches, news conferences. This kind of news gathering and dissemination; can lead to ignore news contents which hypothetical bring 'risks and dangers' beforehand, instead they prefer to focus on human interest dimension. Besides this, the journalists tried to make in balance and also interviews charged in their reporting. In related to Sheger FM, news contents which are on air at mid-day and in the evening were less strong in their content values compare to the morning news sessions.

However, the radio station’s programs manager did not agree about the comment on the news types and their sources. The evidence from the program analysis and the interview with EBA program supervisor clearly shows the opposite. Instead he argues and mentions the reason as follows:

I don’t agree because I myself monitor it. There are times when other Media are invited but we are not. What is the reason for this? For instance, there are issues that are presented in the parliament. Issues that criticize government are not heard. But we criticize it. We don’t even have the time to go to events. Even if we go, we cover the news in the way we want rather than what the organizer of the event expects. Even if it is a commercial radio station, we use our professionals. We at least try to balance the news when we receive PR releases.

When the story needs to be balanced, we take the time to make the news balanced (Interview with Ato Girma Fisha, Sheger FM 102.1 Programs Director Head).

But afterwards he contradicted himself and stated, “Yes, we also accept this. But we are currently making our human resource department stronger to improve the capacity of the program” (Ibid).

News programs in Bisrat FM 101.1 covered political and social issues. The most important problem in this radio station emanates from the fact that they do not have any specific time allotted for news programs, and the news is presented as simply a segment for providing various information such as dreams analysis, essay extracted from books, and celebrity issues. There wasn't any demarcation between news/ fact and other items. Furthermore, they didn't have any news program in prime times; such as during lunch time or noon. In Bisrat 12, the news or information they provide is filled with advertisement, which shows the challenge of commercialization even on news programs.

Moreover, the news programs were more scheduled or event based which were sourced from news releases and news conferences. The court news which focused on crimes such as sexual violation or harassment was covered every morning and evening news bulletins. Contents from abroad got more priority during the morning and evening news. Sport-soccer match news, those which were sourced from abroad got more time in the dominated the news programs. Entertainment/ infotainment were more dominated in both the morning and evening news programming formats. Most of the news contents were tagged with “specifically for Bisrat radio” as a source, and in terms of news source, the station was accused for its inability to cite sources in domestic news.

However, the manager did not agree with comments regarding news programs and stated:

In the current technology time, where information is faster than light, we take and give information. I'm not going to say that I reported international news sitting here! Regarding local news, we follow two types of approaches. The first one is carried out by the planned work of Bisrat's journalists. When we receive information like traffic accidents, wheat price increase, accident in Ghion Hotel

swimming pool, or demolishing of houses in Hana Mariam district during the rainy season; we plan and talk to all concerned bodies, and report it on Friday. Since the grievance and complaints of the people is expressed by the journalist, we include it in our news and programs. When we look at international news, we report it with the implication or connection it has on Ethiopia (Interview with Ato Mesele Mengistu, Bisrat FM 101.1 Radio station Owner and Manager, May, 22, 2018).

As he mentioned during the interview, this radio station broadcasts well prepared news only on Friday. However, the fact that the local news is well thought out does not necessarily mean that the appropriate sources are mentioned in the international news. He said, “I’m not going to say that I reported international news sitting here!” But this is not the same as mentioning the exact source. In an interview with the head of EBA programs monitoring head, in regarding to mentioning the source of news items in the case of Bisrat FM 101.1 radio station, he stated the following as a problem:

It is found to have a big problem and the radio station is found to be not fulfilling its societal responsibility, to be transmitting talks found on various sites as news without mentioning source, to be focusing on issues that emphasis individual personality, and even though they are expected to make news on permitted areas as well as prepare programs on focus areas in the society that reflect social, political, economic and cultural issues, they are not implementing it(Interview with EBA Programs Monitoring Head, March 20, 2018).

4.2.1.2. Discussion on Educational Programs

Educational programs, eighteen programs for 26.8 hours (21.1%) of the total allotted time in Sheger FM and sixteen programs for 26.5 hours (20.98%) of Bisrat FM transmitted from the total allotted airtime in the week. This program genre compare to entertainment program genre got more less airtime. Educational programs, which are intended to fulfill the above responsibility, are presented in Sheger FM radio station. The Thursday, May 24, 2018, morning program ‘Andand Negeroch’, for example, broadcasted a piece with the title, “The education system in private and public school”. Programs which were on air on weekends were strong and Saturday, May 26, 2018, in ‘Meqoya’, the topic of the day was, “The Ethiopian political system after 1991, the ruling party EPRDF came into government”. The content selection can be taken

as an example of being timely and relevant. The program that was presented on Saturday, May 26, 2018, in ‘Yeqidame Chewata’ program, as in other days, was with a guest who wrote a book about Eastern Africa. The Sunday morning programs on Saturday, May 26, 2018, in ‘Sheger Café’ was a discussion with different scholars “on postmodernism and liberalism,” which were more professional contents, though they had targeted only the intellectual circle. The documentary style program and its content that focused on different social and historical events is ‘Sinkisar’, which produced well-prepared and professional programs.

An interview with EBA program monitoring supervisor commented on the quality of Sheger radio station’s ‘Ye Sheger Chewata’ by arguing and stating:

The unique feature of Sheger and the program that shows special skill of journalism in pre and post interview is ‘Ye Sheger Chewata’ program. This is a program that has existed from the foundation of the radio station; one that has captured the attention of listeners and created awareness (knowledge) for the society. I think this is a program from which other should primarily learn (Interview with EBA Programs Monitoring Head, March 23, 2018).

‘Kebet Eske Ketema’ is one of the educational programs in Sheger, produced professionally even if the host is an architect. The contents were well-prepared and the manner of presentation also played a significant role for urban dwellers. ‘Hager Inniy’ is a program that gives information regarding Ethiopian tourist attractions and related issue. The other one is ‘Betegna’ that focuses on HIV/AIDS and family plan with guest who share their personal experiences. The evening program that focuses on gender and includes audience participation and contents is ‘Leza College Time’. And the program of Tuesday May 22, 2018, focused on a person who wrote a book and his experience. This program has an advertorial content that gives a chance to people on how they could meet/attend in the guests training session. Nevertheless, these programs have more socially concerned contents that addressed the audiences’ need by reflecting and responding to the social, cultural, political, and economic contexts, in which they live.

Aside from the educational programs produced and aired by the radio station, there are some that are sponsored by third parties. The sponsored educational programs are distinct because the cost of production is covered and the content is determined by the sponsor. For these reason, there are

no other advertisements run during broadcast other than the message of the sponsor. These have both positive and negative implications. From the positive side, the programs are educational and socially significant. On the negative side, the ideology of the sponsor is transmitted without any or much control from the radio station. In Sheger FM 102.1, 'Betegna' a radio diaries program and its content relies on the idea to 'reduce stigma and discrimination towards people who live with HIV/ AIDS', 'Ye Tena Maed' 'Yenigat Wege' 'Tabitha Ambulance' 'Wanaw Neger Tena' programs are sponsored. Specifically, 'Tabitha Ambulance' is sponsored by 'Tabitha Ambulance' but the program production is carried out by the radio station. Besides the sponsored programs, there are educational programs prepared and aired by the radio station such as 'Yimechish', 'Mar Aday'. These programs do not have any advertisement, which shows that advertisers are not interested in such programs. This indirectly affects the media, and explains why the radio stations are dominated by entertainment programs.

However, it can be argued that this program and its wise and well prepared contents diverted listeners from seeing the station's weakness as a whole. This may be true since Sheger FM 102.1 allocated most of the airtime to entertainment, specifically music programs. This concern is raised on the interview with EBA program supervisor, as he stated, "since they only broadcast music, I don't think it has more significance unless it is the purpose of filling airtime. Even more, advertising the source media weighs more." As mentioned previously, music dominates the airtime of Sheger FM, and most of it is allocated to VOA music. This is the concern EBA raises and it is also a problem overlooked because of other quality programs such as 'Ye Qidame Chewata'.

The programs under educational genre categories are produced with different advertising and promotional agencies and disseminated in the radio station. Though the contents were more diversified, they lack professional and proper preparation in their production stage, as well as in the presentation. This will not bring any cost to the radio station since it does not have to allocate any resource including journalists, and the sponsors have the freedom to shape it in any way they desire.

Most, except for some, of the programs in Bisrat FM 101.1 that come under educational program category, when seen in terms of content values, are unable to attain journalistic standard because they lack preparation. The programs are not up to standard since they do not have the qualities

expected such as having expertise analysis or covering of all the angles expected to be addressed. According to the owner and the program manager, these resulted from the employees' lack of education and experience. In addition, the fact that advertisement takes a smaller share in this category implies that advertisers are not much interested in advertising on educational programs.

'Tesfa Abyssinia' program which concentrated on citizens who live out of their country, (economic related migrants) covered and criticized the government policy, officials who represented the country in foreign countries, for their ignorance. In addition, the program gave current information that was more related to citizens who have lived abroad in risk. The contents were produced and disseminated by well-informed and experienced hosts. However, this program, which is scheduled every Tuesday from 10pm to 12am at late evening, thus can be constrained to attain its goals.

4.2.1.3. Discussion on Entertainment Programs

Entertainment programs 78 hours (61.9%) in Sheger FM 101.2 from the total allotted airtime, 84 hrs & 30m (66.67%) covered the total allotted airtime within a week. Some programs music sessions programs in Sheger and Sport programs in Bisrat dominated in this program genre. Many argue that the commercial (private) radio stations' wouldn't be obliged to educate the mass rather than entertain. The major debate raising here is whether these radio stations fulfilled the 'EBA's broadcasting service proclamation' or not. EBA which established in Article 4 of proclamation 533/2007 the Ethiopian Broadcasting Authority, and in its article 6, related to 'objectivity' states 'to ensure the expansion of a high standard, prompt and reliable broadcasting service that can contribute to political, social and economic development and to regulate them' (EBA, 2007). During the interview with EBA Media Quality and Capacity Control Expert, stated that the radio stations are obliged to serve the society fairly when they were licensed. He stated:

The air wave is bought in dollars (in foreign currency) from global telecommunication union. This makes it a valuable treasure (wealth) of the people, distributed to the people (government), the society and for business (private) radio stations. This implies that media is to be used for serving the people, not for profitable (business) intentions. Therefore, a certain media organization is licensed only when it agrees to use this valuable treasure for benefiting the society in

accordance with the media law (Interview with Quality & Capacity Control Head Expert, March 20, 2018).

In Sheger FM 102.1, ‘Ye Alem Quwanqa’, ‘Wey Addis Ababa’, ‘Aderech Arada’, ‘Endalkina Mahider’, ‘Mazorya’, and ‘Sheger Shelf’ programs are the weekday’s programs in Sheger FM 102.1 which dominated the prime time. Two of the seven programs’ content was based on (extracted) already published books. These kinds of programs have more values in their cultural and entertainment aspects, they are also low cost productions. The other five programs were more entertainment and have contents about daily life. Thus, the entertainment programs in Sheger FM 102.1, when compared to the educational and news content production dissemination, show the challenge of commercialization in this radio station.

Mentioning some programs and their content helps to understand the issues. For instance, the contents in ‘Yazebot Terek’ program, Sheger FM 102.1, were extracted and narrated from different books, and it can be argued that these kinds of contents are easily produced with zero sum production cost. However, their educational and cultural values are high in motivating and creating readers. The programs in Sheger FM 102.1, in ‘Wey Addis Ababa’ program, mainly focus on Ethiopians arts and cultural products and the experience and life of their authors, historical and tourist sites; and individuals who have a great places in their contribution for their country.

A typical example for not respecting journalistic principles is ‘Ye Alem Quwanqa’. The content of this program focused more on human interest stories within its phone-in listeners' participation program. The use of racially sensitive and derogatory terms during phone-ins, coupled with the lack of experts to guide the discussion makes the program open to criticism. For instance, on Tuesday, May 22, 2018; during phone-in, some of the audiences who were on air made insulting comments about women by stating that they are not equal and overly emotional. However, the host did not stop them or argued against them; instead he let them make such comments as if they are appropriate.

Not only the data gathered and analyzed in the previous section but also the radio station’s programs’ manager statement shows that entertainment oriented contents were more aired in the radio station. He stated: “Providing information and entertaining are the things we are currently

implementing. But educating exists only in principle, and the implementation is questionable” (Interview with Ato Girma Fisha, Sheger FM 102.1 Radio Station program Director, May 23, 2018).

The fact that seven out of eight programs (92.43 %), with the exception of ‘Yazebot Terek’, under entertainment category of Sheger 102.1, are outsourced programs produced by various multimedia and promotional agencies stress the point. Since these producers do not have to strictly follow the standards of the radio station, they could be open for more commercial influence. This is evident in the fact that most of the advertisement time under this category comes from these outsourced programs.

Entertainment programs were dominated in Bisrat FM 101.1 radio stations, most of the programs, which contended with light entertainment and talk shows, provided the listeners to be diversified and purveyed fun and laughter in place of enlightenment. The programs in the entertainment genre concentrated on the non-controversial social issues and on the daily life. The hosts bring those that have distinct personalities, and contents which were tailored for a specific age, who need to escape from their daily routine, is presented with talking and chattering in everyday language. The following are some of the entertainment programs in Bisrat FM 101.1, which reflect this reality.

The entertainment program in Bisrat FM 101.1 called ‘Kesefer Eske Tefer’ has contents that are both praiseworthy and open for criticism. It contains social, political, and economical issues that make it socially responsible. However, for the most part, it intends to include contents of human interest stories; namely youth targeted love stories and letters, which are more fictional and some sent from listeners. These soft stories seem to attract advertisers since most of the advertisements are aired at during this time. This is an indicator of sponsors’ influence since it has made the program focus more on soft and sensational issues.

‘Maraki’ is an entertainment program on Bisrat FM 101.1, mainly focusing on art, culture and music entertainment and more individual personalities (celebrities, singers) from the country and abroad. It has entertainment news sessions and event programs from domestic and abroad. In addition, it focuses on issues from the personal perspective of the hosts, rather than experts.

The program hosted by the owner of Bisrat FM 101.1 and others named ‘Mese Resort’ is a program that collects contents from the internet and presented without the inclusion of any expertise view. This is especially evident on the Monday program, in its sub title “Qidamena Ehud Alem Indet Alefech?” literally ‘how was the world in Saturday and Sunday?’ Most of the contents center around issues that went viral on the internet and social Media. This program can be criticized for the lack of preparation and professional interest, which puts (journalistic) professionalism in question. Just to mention some issues in ‘Mese Resort’ on May 18, 2018, they talked about viral issues in sensational manner regarding women from China who travelled to Moscow, about ‘Death Recreational Center’, which was trending at the time, football events, and about aging. All of these issues were raised as personal opinions by simply mentioning the issues and expressing their personal opinions about them. The comparatively higher time allotted for advertisement and its focus on soft issues signal the influence of commercialism.

The programs covered in Bisrat FM 101.1 under sport programs category focus on soccer (football oriented) and sourced from Satellite television (DStv) and websites and translated as sport programs. The fact that the sport programs focus only on foreign (European) football, with little regard to domestic sports and other sports in general, makes it unprofessional. Most of the contents in sport contents are presented in an emotional manner, making it sensational and questionable in following journalistic principles. They reflect commercialization because they focuses on the sensational side, which brings in more advertisement by attracting audience, yet without spending almost nothing for production of the programs. Moreover, the time allocated for the sole purpose of football matches when compared to other program is more than expected, making it unbalanced in variety of programs. The time allotted for advertisement in sport category is much higher than it is in the other categories. To mention an example on Saturday May 26, 2018, European Champions League final game live transmitted for five hours with most of the time dedicated for advertisements. To transmit this football match other scheduled programs were replaced. This clearly indicates the influence of ownership and commercialism, and puts social responsibility of the station in jeopardy.

The above point is emphasized by EBA supervisor when he stated, “... for directly transmitting a football match in expense of the program. Based on this, the radio station raises the question on whether it is a ‘football radio station’.” This is an issue that requires the intervention of the

Authority, and he stated the measures they took by saying, “We have repeatedly sent warnings to Bisrat radio station regarding these are related problems, especially on news, they have not made any significant adjustments to correct these problems” (Interview with EBA March 23, 2018). Thus, the manner in which Bisrat FM operates is not approved by the media regulation, but still operates because it is profitable by attracting advertisers. This is a significant indicator of the effect of commercialization in expense of social responsibility.

4.2.1.4. Overall Discussion on Programs Production and Scheduling

When we examine both radio stations, the vast and highly dominated music session and entertainment contents indicate how these radio stations are more exposed for the influence of commercialism and their main role were profit maximization.

Certainly, the public need entertainment programs, and also one of the basic functions (roles) of media is entertaining the public, and it has been a part of society. The argument raised here is to identify whether these entertainment programs are produced and disseminated with the intention of bringing diversified programs or for the purpose of selling the audience for advertisers and the qualities of the programs. Some of the qualities of the programs from these radio stations were not adhering to ethical and moral principles to satisfy the audiences’ taste and passion.

As already mentioned some programs in the name of entertainment disseminated gossip and the derogated contents. McQuail stated why media are concentrated on contents “mindless and soporific entertainment instead of original and stimulating contents”, and resulted the citizens would be more diverted from the reality and social participation (McQuail, 2010, p. 339).

Neither of the media stations provided a slot for children programs, or did not included programs in their schedules which were specifically for children. These kind of programs, during their production and dissemination, the expenses should be covered by the broadcaster may lead to ignoring it. Advertisement proclamation No 759/2012, Article 16, number 2 states that, “Children’s program may not be sponsored by a business organization;” (FDRE, 2012) and hence, these radio stations would not return their expenses from advertising revenue they ignored these kinds of contents. This implies that they prefer profit maximization rather than abiding to the media regulations.

Furthermore, some programs were more popular and operated with the assumption that attracting greater number of audience is preferable to having contents. Baker explains, “The most popular media products are likely to become even more dominant – inefficiently dominant – in the modern world. More diverse media content that audiences also want – that is, content that audiences value more than it would cost to produce – is likely to be increasingly under produced” (2004, p. 37). This shows the reality mentioned above, because they work on attracting audience that producing quality programs contents, which may cost more for production. This explains why these radio stations operate in such a manner.

4.2.2. Media Ownership and Media Regulation

Media ownership has a vital role in the process of production and dissemination of media contents. Many researches argue that in the market based media, the power of the owner is abundant. Although some owners do not interfere editorially, ownership always implies a degree of actual or potential control and can be an important obstacle to pluralism and diversity. (Mukhongo, 2010, p. 347)

The influence of ownership has been observed in both radio stations’ outlets and products. Contents that are not only which were produced and broadcast by their journalist but also almost the whole program contents, formats and styles point to the preferences of the owners.

In Sheger FM 101.2 radio station those contents produced and presented by the owners (Meaza Biru and Teferi Alemu) – ‘Ye Qidame Chewata’, ‘Sheger Café’, ‘Meqoya’, and ‘Yazebot Terek’ programs – may show the owners’ influence. These contents, from selection to dissemination stage, can be taken as some examples of the owners’ societal overview, educational background and other objectives. Researches in media products also emphasize this point by stating, “Personal characteristics of those most directly responsible for media production will influence content.” (McQuail, 2010, p. 251 pdf)

In an interview with the radio station’s program manager, it was revealed:

The radio station is opened by two professionals who have a love of journalism with the intention of creating an alternative media that entertains listeners. Firstly, it is to create an alternative media, and secondly, it is to do a better and broad work in

the profession (Interview with Ato Girma Fisha, Sheger FM 102.1 Radio Station program Director, May 23, 2018)

He further stated, in relation to journalists and editorial freedom, and the influence of ownership at work; “There is no influence. For example, I am the head of the program department. I work as a professional, not to protect the benefit of the organization” (Ibid).

The influence of ownership, in Bisrat FM 101.1 radio station is inevitable; and the contents which have been disseminated, were an evident to it. Most of the contents which were on air were entertainment and the given airtime for soccer (football) oriented contents were the evidence for how the radio station has been framed from its establishment.

In Bisrat 101.1, ‘Yetabiyaw Programoch’ (Station’s programs) under entertainment takes the lion’s share of all the programs in the station since it constitutes 13 programs under this category. Above all, these programs do not have a particular and regular content; they are rather reserved for Live Soccer program whenever there is a football match. They bring many sponsors and any program will be sacrificed for the sake of Live Soccer program. This creates a shortcoming for the overall audience, since 13 hours 30 minutes are reserved solely for the purpose of broadcasting live football, which could have been used for various other programs. This is a sole testament of commercialization and ownership influence. The owner and head of Bisrat FM 101.1, Mr. Mesele Mengistu has stated in the interview:

I had a childhood dream, which I always wanted to realize. I remember, that Addis Admas Newspaper on its Sports section interviewed me when I used to work in another FM channel, and I told them I plan to open my own radio station solely dedicated to 24 hours of football; they printed the story with the headline with my opinion: “with 2.6 million birr watch football in radio, Mesele Mengistu.” This was 11 years ago, and I have been trying to realize my vision until now. I have repeatedly bid in the auctions Ethiopian Broadcast Authority issues and failed, then 3 and half years ago I committed with 15 others, won and came to open this radio station. But the country doesn’t have enough airtime (transmission wave) just to be used for football, so we entered the entertainment stream by focusing on soft issues (Interviewed, May 22, 2018).

This explains why he preserves so many hours for football with the pretext of calling them ‘the station’s programs. Moreover, most of the contents, in addition to the scheduled sport programs, in other programs cover sport issues and it showed how much the radio station is under the influence of the owner. Regarding the fact that the radio station gives priority to entertainment and sport contents against EBA regulation and procedures, the authorities’ quality and control senior expert commented as follows:

If one claims that once I have purchase the radio wave I have the right to use it for transmitting football, or for just playing music, or for using half of the air time for advertisement or commercial purposes, it is a total loss of track in objective. The reason we don’t take (serious) punishments is that we don’t want to cut the vision of expanding the media in its infancy (Interview with EBA Programs Quality & Capacity Control Head Expert, March 20, 2018).

He argued that the wave that has been purchased in hard currency and distributed with the purpose of meeting the demands of citizens and the radio stations should incorporate contents of education, information, and entertainment in fair distribution; however, the reverse was true in reality. The “total loss of track in objective” is evident in some of the entertainment programs of Bisrat FM 101.1, which dedicate the airtime for soft issues filled with personal opinions with most of the time dedicated for advertisement. For instance, on the program of King Music in Bisrat FM 101.1 transmitted on May 21, 2018, the contents were defaming an individual citizen and personal dignity. The contents of this program primarily focus on soft issues such as music and personalities in the music industry. It gathers its contents from social Media and takes the form of a gossip.

The Broadcasting Service Proclamation No 533/2007; under “Transmissions of programs by broadcasting licensees” section 30, sub article 4, states that programs which are intended to the following should not be transmitted since they: “Violate the dignity and personal liberty of mankind or the rules of good behavior or undermine the beliefs of others; and maliciously accuse or defame individuals, nation/ nationalities, people organizations” (EBA, 2007).

Johannes von Dohnanyi (2003) in his research, ‘The Challenge of Concentration in Professional Journalism’, states, “Where journalists do not feel free to state their real personal opinion, and

retreat to what they believe to be the expected socially and politically “correct” answers, the very foundations of democracy are in question.” (2003, p. 64) This is the core argument against ownership influence because such an influence creates an obstacle and hinders journalists from doing their job.

4.2.3. Summary of Top Ten Most Advertised Programs

In this section, specific programs from the aforementioned program categories are analyzed in relation to advertisement. Programs from each station that allocate a larger amount of time for advertisement are selected and presented in this category. This helps to identify the sort of programs that attract advertisers and shade light on the effect of commercialization. Accordingly, ten programs selected from Sheger FM 102.1 and Bisrat FM 101.1 analyzed, and the programs are analyzed separately for each radio station.

4.2. 3 (A) Summary of the top ten most advertised programs in Sheger FM 102.1

Program’s Name	Genre	Frequency of the program per week	Total Allotted Time/ Week	Allotted Time/ Week (%)	Total Allotted Advertisement Time
Ye Alem Quwanqa	Entertainment	5	9hrs	7.14	166minutes
Aderech Arada	Entertainment	3	5hrs 40m	4.49	72minutes
Ye Sheger Maleda	News	5	10hrs	7.93	61 minutes
Sheger Sport	Sport	6	8hrs	6.34	55minutes
Sheger Advertisement*	Advertisement	34	70m	0.59	70m
Endalkina Mahider	Entertainment	3	5hrs55mi	4.69	42m
Leza Lunch Music	Music	5	6hrs10mi	4.88	46m
Night News	News	5	5hrs	3.36	40m 25s
Wey Addis Ababa	Entertainment	3	5hrs55mi	4.69	37m 30s
Yeqidame Chewata	Edu. Soc	2	7hrs 35m	5.95	33m
Total		46	64hrs	50.06	597m

*This program indicates ‘advertisement & commercials’ messages disseminated by their own schedules time as a program genre.

It is evident from table 4.2.3 (A) that the most advertised programs in Sheger FM 102.1 are from the entertainment category. Most of the programs contents are soft and their societal value is, for the most part, significantly lower because they focus on entertaining their listeners. There are four entertainment programs, a sport program, a music program and even a time reserved only for advertisement from the station. All these programs are dedicated for either soft issues or for entertainment. From the remaining three programs, two of them are news programs and one is under educational program genre. These ten programs take more than half (50.06%) of the airtime of the station.

4.2.3 (B) Summary of the top ten most advertised programs in Bisrat FM 101.1

Programs' Name	Program Genre	Frequency of the program per week	Total Allotted time of programs per week in Hour	Total Allotted Time per Week in percent (%)	Total Allotted Advertisement Time
Bisrat Sport	Sport	6	9	7.14	2hr11m
Mese Resort	Entertainment	3	6	4.76	2hrs
Hulu Addis	Entertainment	3	6	4.76	1hr35m
Kingo	Entertainment	5	5	3.96	1hr42m
Bisrat Maleda	News	5	12hr30m	9.92	1hr15m
Tribune Sport	Sport	3	6hrs	4.76	1hr12m
Auto Safety	Edu& Social	3	3hrs	2.38	56m06s
Selegna	Entertainment	3	3hrs	2.38	55m
Bisrat 12	News	5	2hr 30m	1.98	39m 40sec
Live Sport	Sport	1	5hrs	3.96	1hr
Total		37	39hrs 30m	43.23	13.43hrs (806m)

According to table 4.2.3 (B), Bisrat FM 101.1 gets most of its advertisement from entertainment and sport programs. Among these programs, four are entertainment programs and two are sport programs. There are two news programs and two programs under social and educational category. These programs collectively cover (43.23%) of the total airtime. In addition, the station’s programs dedicated for live soccer match bring in most of the advertisement. The fact

that most of the programs that attract advertisement have soft content and take a large share of the radio stations' airtime is an indicator of commercialization.

4.2.4 Advertisements and Competition in the Radio Stations

It is not always ownership that matters in the influence of media programs; even most owners just want profit, and most media are financed from different sources. Advertisers, in their own part, have their influence upon media to shape the content of the media product. One of the influences is that Media try to deliver large quantity of audiences to advertisers with a low cost content. The programs from the two radio stations under entertainment (music and sport) are more low costs (zero cost), and even the news contents have the same problems since they primarily focus on press releases and events, neglecting one of the major components such as investigative journalism.

In an interview with EBA Programs Monitoring Head, he states regarding media, "When we consider the aforementioned international laws, they are related to freedom of expression. This is to make the media a mediator between government and people, to investigate, expose and criticize when there is corruption and injustice; so it is not just to follow protocol and merely report what is said and done." Thus, it is not enough for the radio stations to report on press releases and events, but also conduct investigative journalism so as to serve the society by guaranteeing freedom of expression.

According to Oladejo and Agwanwo, the genre 'superseding in the mass media today'; that replaced other societal issues because of catching the fancy of the audience. Oladejo & Agwanwo, (2015) defines entertainment as the real deal in present-day society; it offers pleasure to the consumers, and high profit to the investors. This is because media moguls, having been aware of the profitability of media products with explicit contents, take advantage of this. It is thus critical to note the current trends in media business. (2015, p. 4)

In Sheger FM 102.1, the kinds of programs that focus on soft issues and entertainment evidently attract the attention of advertisers more than the programs that address social issues. This soft content and high advertisement revenue show the challenge of commercialization. The shape of most of the programs is also an indicator of the external influence on the station. When more than half of the airtime is dedicated for programs that bring in the most advertisement, high

revenue, it is a clear indicator of commercialization. This puts the radio station's social responsibility at risk since most of the time is dedicated for entertainment programs with soft contents.

The influence of commercialization is also clearly evident in Bisrat FM 101.1 since most of the airtime is dedicated to the programs that bring in most of the advertisement. These programs focus on soft issues with the primary purpose of entertaining listeners, which shows that advertisers prefer such programs to promote their products. As a result, the radio station has shaped most programs in such a manner, showing the influence of commercialization. Thus, the station has neglected its social responsibility for the purpose of attracting advertisers – making more profit.

Both the radio stations have not agreed with the influences from advertisers. However, the above two paragraphs regarding both stations show that the influence exists in their program content (more music, entertainment oriented contents), since advertisers choose these programs for promoting their messages. In an interview with Sheger FM 101.2 program manager: They come and ask as to present their advertisement in our morning news, so we accept it. It must have an income to cover its expenses. But it is not about making profit; it is because of love for the people and being Ethiopian.”

However, the ‘Ethiopian Broadcasting Service Proclamation No. 533/2007’; Article 35 provides that: “news programs and current affairs programs may not be sponsored.” Yet we see this occurring in both radio stations as they interrupt news to transmit advertisement. The proclamation further states, “Unless it is a broadcasting station that specifically broadcasts only advertisements, a broadcasting station shall not allocate more than 20% of its daily transmission or in a particular program to advertisements.” (EBA, 2007) Some programs in both radio stations such as in ‘Ye Alem Quwanqa’ (37.7 %), ‘Anderech Arada’ (21.17 %), and ‘Sheger café’ (21.66 %) from Sheger FM 102.1, ‘Ye Selam Gebeta’ (34.44%), ‘Kingo’ (34%), ‘Auto safety’ (31.11%), ‘Selegna’ (30.69%), ‘Mese Resort’ (28.33%), ‘Bisrat 12’ (26.8%), ‘Eyoha Ethiopia’ (26.68%), Hulu Addis (26.38%), ‘Bisrat Sport’ (24.22%), Bisrat 12 (26.67%) and ‘Addis 1879’ (21.67 %) was given for advertisements.

As the concerned body, which has the mandate to award, to monitor and treat other legal issues, EBA also believes the challenge of commercialization exists in the radio stations. In an interview, the authority's media quality and control senior expert said:

Each radio media sends to our bureau the general content of each program to be transmitted for each day of the next month. Concerning advertisement, if a media is found to be advertising more than the amount allowed by the advertisement law, the monitoring department will follow-up on the issue and take corrective measures. This makes most make adjustments. The reason we don't take (serious) punishments is that we don't want to cut the vision of expanding the media in its infancy (Interview with EBA Programs Quality & Capacity Control Head Expert, March 20, 2018).

Advertisers' influences are more hidden and operate in an indirect way, even helping them to be legitimized. This may lead to the power of advertiser even to displace the content of the news and other sensitive contents. Any media would end out lacking courage to air its advertiser's wrong doing, and also they would exclude or downplay news that denigrated advertised products, services, or companies.

As previously discussed in this chapter, advertisement consumes a relatively higher amount of time in Bisrat FM 101.1 under entertainment program category than it does in the other categories. This implies that advertisers prefer the entertainment program genres as the most appropriate for advertising. Hallin & Mancini argue, "commercialization undercuts this form of differentiation, not only by blurring the boundaries between news and entertainment, in fact, but also those between advertising and the other two, as product placement, for example, increases in entertainment and as news is used to cross-promote other products of media conglomerates" (2004, pp. 290 - 291). It also shows that commercialization has influenced the radio station in time allocation since it has dedicated more time for entertainment and sport programs than for other societal programs. The challenge of commercialization is reflected on "the growth of infotainment as a hybrid form of programming is a good illustration" (Ibid).

The other issue, besides advertising, observed in this research is media competition and concentration. According to Gurevitch and Blumler, the competition between two or media

organizations to take the larger market of mass audience can affect the democratic aspiration of the media. This “limits the amount of public affairs coverage, and shift its style from the serious and extended to the entertaining and arresting into infotainment; impose format rigidity on public affairs coverage; and deal blandly with social issues in non- news programming” (1990, p. 32).

This is also illustrated in the comments from both radio stations’ program executives during the interview. According to Sheger programs executive, “There is definitely competition. But this makes us and other Media stronger. We believe that we can work hard and pass or win the competition by working with our listeners (Interview with Ato Girma Fisha, May 23, 2018).

Owner and program executive of Bisrat 101.1 also described the competition asserting:

There is certainly high competition. There are now 13 of us (radio stations). It is not easy to find the desirable professional on the market. ... Our format is also similar. I am the only one who came up with a different approach by using, ‘watch football on the radio’ (Interview with Ato Mesele Mengistu, Owner & Manager of Bisrat FM 102 radio station, May 22, 2018).

As evident from their statements, they believe that the existence of competition helped them ‘to be strong’, and they feel they are on the right truck since they think the audience is benefiting. Though, the comments from both groups showed the positive side of the competition, their content and the airtime similarities as in, (‘Sheger Sport’ to ‘Bisrat sport’, ‘Leza Music’ to ‘king Music’, ‘Anderech Arada’ to ‘Hulu Addis’, ‘Wey Addis Ababa’ to Mese Resort, and in their Saturday programs ‘Yeqidame Chewata’ to for live soccer match commentary in Bisrat FM 101.1 to), showed their competition made them lack in diversity and their desire to sell the audience for advertisers.

Competition is also clearly seen when programs leave one station and move to another one. St. George FC program is an example for such competition. This program was previously transmitted under Bisrat FM 101.1, but this program later on moved or shifted and it is currently transmitted under Sheger FM 102.1. This indicates that competition exists between Media not only for advertisement but also for programs that attract advertisement.

In addition to their homogenized contents, the resemblances of their advertisers, which were dominated with different beer products and bank and insurance companies, determined that their competition is for big advertisement rather than empowering the majority of the public interest. Webb & Ray (1986) cited in Ha and McCann, in a study on the degree of commercialization and its challenges in the media contents, defined competitiveness as; “the degree of similarity of the advertised products or advertising messages in the same pod” (2008, p. 572). These advertising similarities and the increased quantity of advertising also lead to reduced editorial quality of the media outlets.

The theory depicts that media business would not basically be seen in its economic benefit or profitability; it is rather measured by how it fulfills grass-root duty – social, political and cultural role in the society. The competition observed in this research is not only in inter-commercial private media, but it also ensued to the country’s media environment.

The regulatory body that checks whether the transmitted contents were balanced, accurate and appropriate for social order in parallel to freedom of expression, EBA, in its different policies and proclamations under the following articles provides how the broadcasting media perform appropriately when the media outlawed these proclamation; it wouldn’t be acted as its power. According to EBA proclamation 533/ 2007; Article 21 one of the criteria which granted the media a license states that “the contents of the program submitted by the applicant and social needs covered by the program;” here, the question is: what are the criteria for the need of the society and how could the authority identify these needs? Regarding this, as mentioned earlier, senior expert of EBA states, ‘there is no airwave only for entertainment and sport based media.’ However, the reality is the opposite since entertainment and sports dominated the stations. As this research was in progress, Bisrat FM 101.1 has announced and advertised that the station will be transmitting all the world cup football matches, dedicating 9 hours a day, which means half of the airtime. This shows how the proclamation is violated and even taken as a promotion for the station. Furthermore, article 25 (2) states “Before renewing the license, the Authority shall ascertain that the radio wave is not required for another purpose” (EBA, 2007). However, the practice of this is not evident because these stations are continuing to violate the media regulations without facing any consequence. Perhaps, the media regulation has its own

limitations, which may have led to its violation by the radio stations. This can be an issue that requires further investigation, but the reality remains to reflect its violation.

CHAPTER FIVE

Summary, Conclusions and Recommendations

This chapter of the study presents the summary of the research findings, conclusions and recommendation remarks, which are reached based on the programs content analysis, in-depth interviews with the stockholders, and the document analysis made in the previous chapter.

5.1 Summary of the Research Findings

Mass Media has a vital role since it has been a means of communication for every individual and the mass society. According to social responsibility theory and political economic theory, it is also a tool for mass communication which has unique responsibilities to keep members of the society informed, educated and entertained. The present study's objectives focused on discussing the challenges of these radio stations, Sheger 102.1 FM and Bisrat 101.1 FM, in fulfilling their social responsibility in relation to commercialization. Based on the theoretical framework, as outlined in chapter two, the study focused on the radio stations' programming genres to answer the research questions. The findings of this research manifest the following major points.

In both radio stations, entertainment takes the lion's share of airtime; Sheger FM 102.1 allots 61.36% and Bisrat FM 101.1 allots 66.6% of airtime. These are the programs that also have greater number of advertisements as compared to the other program genres. Accordingly, for news and educational programs, Sheger FM 102.1 allocates 39.74% and Bisrat FM 101.1 allocates 32.4% of airtime. They are also the programs with smaller amount of advertisements in both radio stations; however, most of the programs production costs are covered with sponsorships.

The findings of this study also show that the focus of programs in both radio stations is on soft issues, rather than hard issues that have direct influence of the social and political life of the society. The other major finding, in relation to the media regulation, is that the radio stations give priority to international news in all program genres. However, the media regulation clearly states that 60% of airtime should be utilized for dealing with local issues. The aforementioned findings led to answering the major question regarding the influence of commercialization. Strict laws

and punishments on the radio stations is lacking because, as EBA supervisor stated, they focus on educating them to help foster the growth of media, though it is not effectively correcting the Media. The time allotted for advertisement, its content and style of presentation indicates the influence of commercialism. Consequently, the findings indicate that the radio stations are influenced by commercialization to the extent of neglecting their social responsibility.

The topic, style and format of news programs in both radio stations show that they are hybrid news programs. They allocate less time for news and current affairs, more time to event oriented news releases that minimize cost of news production, and place advertisements in between news. This led to the finding that they are infotainment programs rather than news programs.

The program contents, formats and styles in most program genres of both stations are homogeneous, by placing the preferences of the owners as a priority. Thus, the influence of ownership exists in these radio stations. Furthermore, the competition between these stations led to the airing of similarly fashioned programs, the resemblances of their advertisers, which were dominated with different beer products and bank and insurance companies, which resulted in lack of diversity. The radio stations first priority is to deliver distinctive, high-quality programs to its citizens and not consumers to advertisers. The current findings suggest that their infotainment dominance programming showed how commercialization challenged to fulfill this priority.

5.2 Conclusions

This research has been conducted in order to answer specific research questions and the findings have provided adequate answers. The following conclusions are reached based on these findings.

The first research question inquires about the program genre with more priority and the airtime allotted for each program genre in the radio stations. The findings led to the conclusion that entertainment gets more priority in both radio stations.

Sheger FM 102.1 has allocated 28.08% of the airtime per week for music programs, and most of it given to VOA English language program live music stream. The station does not contribute any content for this program, and it appears as if it is used to fill the airtime. This is a clear manifestation that the radio station is more dedicated to entertainment.

In the case of Bisrat FM 101.1, it is evident that more time is allotted for entertainment, specifically sports programs. Such programs take 26.21% of the station's airtime per week. In addition, there are 13 programs under entertainment category with the name of 'Yetabiyaw Programoch' (Station's programs). These programs do not have specific programs of their own; they are rather reserved for live soccer matches. While this research was in progress, the radio station announced that it will allocate nine hours (half of the airtime) each day to transmit soccer matches of the 2018 FIFA World Cup; that is taking place in Russia from 14 June to 15 July 2018. This means that any other program that used to be transmitted during match times will be sacrificed. The share of advertisement in such times becomes more dominant. This is a clear indicator that Bisrat FM 101.1 is dedicated to entertainment.

The second research question investigates the challenges brought by commercialization in these private media in fulfilling their social responsibility. The findings indicate various challenges, of which some are more dominant. It can be concluded that influence on program content, on program production resource allocation and tabloidization or sensationalism are the dominant challenges created or intensified by commercialization.

The fulfillment of social responsibility can be manifested in the priority or emphasis given for news, social and educational programs. The opposite, the influence of commercialization, can be evident in the emphasis given for soft issues such as entertainment, sport and music. In both stations most of the airtime is allocated for entertainment programs, and these programs are also the ones that bring most advertisements. This situation has led to the conclusion that the radio stations are influenced by commercialization, and became stations that place little value on fulfilling their social responsibility.

The allotted airtime for news and educational programs combined in both radio stations are significantly less than the time allotted for entertainment programs. It shows how unconcerned these Media are in fulfilling their social responsibility – evidently, they are not much concerned. These findings are a clear indicator for the challenge of commercialization, to the extent of limiting the fulfillment of the stations' social responsibility.

The fact that these radio stations explicitly hold as a motto that they are infotainment stations that work to inform and entertain the audience, shows that they are not much interested in the

fulfillment of their social responsibility. It is evident in the motto of Sheger FM 102.1 in the website, that it is an infotainment station. This can be taken as the biggest challenge posed by commercialization for it made these radio stations focus on entertainment rather than educational programs.

The third research question considers whether these radio stations fulfill their social responsibility in accordance with the EBA regulation policies. The results led to the conclusion that the radio stations do not fulfill their social responsibility in important aspects such as allocating more time to local issues.

The broadcasting service proclamation states that private radio stations should give more priority to issues they are licensed to transmit and use around 60% of airtime to domestic issues or contents. However, these radio stations neglect this duty and broadcast programs dominated with soft issues and imported contents with remote or no relation to domestic issues. In addition, these radio stations in the case of domestic political issues took a great caution to avoid the consequences, be it political or financial consequence, and gave more focus to international issues in their reporting (FDRE, 2007). The EBA supervisor stated that the radio stations actually violate the media regulation but they do not take serious measures but rather focus on educating them. Since the radio stations are not changing their ways taking strict measures is found to be necessary.

The final research question investigates the extent to which commercialization affects these radio stations in relation to their commitment to social responsibility. The overall conclusions from the findings show that commercialization has a considerable effect on the radio stations by influencing their commitment to social responsibility.

Hallin & Mancini expressed their concern stating, “Commercialization seems clearly to involve significant de-differentiation of the media system in relation to the market.” They continue by warning that it damages the independence of journalist, and may lead to “a subordination of the media to the political interests of business that could diminish political balance in the representation of social interests” (2004, p. 295). The path taken by Sheger FM 102.1 and Birsat FM 101.1 may create this undesirable situation – the shift of private Media from being

‘representations of social interest’ to profit oriented businesses that operate to represent market interests.

The radio stations fear the economic pressure of reporting socially relevant and hard issues, which may result in costing them the advertisers’ and audiences’ attention. In other words, reporting on issues that criticize the advertisers, even if it be the reality, may result in losing advertisements. Thus, they focus on entertainment in a way that weakens the quality of contents. This may make the journalists/ the practitioners lose their professional identity, which stressed on serving the public/ the mass society. The radio stations outsources programs, in most cases, that are presented by hosts from the programs producers, their style that was supposed to focus on informing the society has also changed towards dramatized, personalized, and popularized style. It decreases the number of journalists hired by the radio station, undermines the integrity of journalistic profession and the role of media. In relation to competition and ownership, it limits diversity and increases the need for demanding the advertisers, which brings in the influence of commercialization over social responsibility.

5.3 Recommendations

Based on the findings and the above conclusions, the researcher forwards the following recommendations to Sheger FM 102.1, to Bisrat FM 101.1 and to all the stakeholders in the media, such as EBA. This is done hoping it will contribute for the betterment of private Media in fulfilling their social responsibility.

The broadcasting service proclamation through EBA regulates the radio station so as to guarantee priority is given to domestic programs and to contents the radio stations are licensed. However, the radio stations are not upholding their end of the deal, which must be corrected through intervention from the agency. Thus, it is recommended that EBA takes actions that can facilitate and secure the fulfillment of the media regulation, which is to prioritize domestic programs.

The airwaves or radio frequencies are bought by the government with expensive cost for satisfying the needs of citizens. All of the Media use it almost for free because it is through the media that citizens satisfy this informational need. Thus, private and other Media should recognize their responsibility and use it for the intended purpose.

Private Media are expected to perform independently without political and market pressures. As a private media, Sheger FM 102.1 and Bisrat FM 101.1, have the duty of covering most sensitive issues in the political, social and economic arena. Entertainment is one of the contents in radio stations, but it is certainly not the only or primary part. These radio stations are currently allocating more than half of the airtime for entertainment, leaving a small portion for contents with social values. As the amount of advertisement in entertainment is found to be significantly higher, it indicates that the primary reason is that entertainment attracts advertisers. This should change; they have to perform their social responsibility without or with little political and commercial influence.

The role of state and private Media is essential; however, they are sensitive to political and market pressures that create a conflict of interest. In order to clearly see the challenge of commercialization in private radios, more researches are required in the area.

The desire to attract advertisement has made private radio compete and neglect their social responsibility. Creating a system of fairly distributing advertisements, especially from government, non-profit organization and the like to private radio stations will help to decrease the effect of commercialization.

As more private radio stations are opening up, if the regulation is not done properly, it may make the challenge of commercialization higher because the media organizations compete in fear of losing profit. Implementing the regulations according to the standard with the primary purpose of satisfying the public demand will be beneficial for the future.

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APPENDIX A: Programs Contents on Sheger FM 102.1 Radio Station (May 18 to May 27, 2018)

No	Program's Name	Genre	Frequency of the programs per Week	Total Allotted time of programs per week in Hour	Total Allotted Time per Week in percent (%)	Allotted Airtime in each program	Total Advertisement Airtime in each program	Total Advertisement Airtime in each program (%)
1	Sheger Inspire-Music	Music	6	3.5	2.78	0	0	0
2	Ye Sheger Maleda	News	5	10	7.93	12m	1hr1m	10
3	Ye Alem Quwanqa	Entertainment	5	9	7.14	26m	2hr46m	30.74
4	Sheger Sport	Sport	6	8	6.34	9m	55m	11.45
5	VOA Music	Music	18	13:50	10.97	0	0	0
6	Wanaw Neger Tena**	Edu& Social	1	0:10	0.13	0	0	0
7	Andand Negeroch	Edu& Social	1	1:20	1.05	10m	10m	12.5
8	Yenigat Wege**	Edu& Social	2	0:55	0.72	0	0	0
9	Sheger Shelf	Entertainment	1	1	0.79	7	7	11.66
10	Ye Sheger Music	Music	8	9:46	7.87	0	0	0
11	Tebita Ambulance**	Edu& Social	1	0:05	0.06	0	0	0
12	Ye Tena Maid **	Edu& Social	1	0:30	0.39	0	0	0
13	Sheger 911	Edu& Social	1	0:30	0.39	3m	3m	10
14	St. George FC	Sport	1	1	0.79	1m	1m	1.66
15	Sheger Cafe	Edu& Social	2	3	3.17	13m	26m	21.66
16	Ye Jazz Chewata	Music	1	0:53	0.69	0	0	0
17	Lunch News	News	5	2:30	1.98	4m52s	24m20s	16.00
18	Leza Lunch Music	Music	5	6:10	4.88	9m2s	46m	12.43
19	Leza Collage Time	Edu& Social	1	1	0.79	2m10s	2m10s	3.6
20	Wey Addis Ababa	Entertainment	3	5:55	4.69	12m30s	37m30s	10.56
23	Yetibeb	Edu&	1	1	0.79	3m	3m	10

	Menged	Social						
25	Anderech Arada	Entertainment	3	5:40	4.49	24m09s	1hr12m	21.17
26	Endalkina Mahider	Entertainment	3	5:55	4.69	14m	42m	11.83
27	Sheger Auto	Edu& Social	1	1:20	1.05	4m32s	4m32s	5.625
29	News/Liyu Were	News	1	1	0.79	3m	3m	5
30	Night News	News	5	5	3.96	8m05s	40m25s	13.47
31	Yazebot Tereke	Entertainment	5	2:30	1.98	2mi50s	14m10s	9.44
32	Mar Aday	Edu& Social	1	0:30	0.39	0	0	0
33	Sinkisar	Edu& Social	1	1	0.79	10m	10m	16.67
34	Kebet Eseke Ketema	Edu& Social	1	1	0.79	35s	35s	0.97
35	Betegna**	Edu& Social	2	1:30	1.19	0	0	0
37	Qine Sheger	Edu& Social	1	1:30	1.19	0	0	0
39	Times Classic	Music	1	0:55	0.72	0	0	0
40	Yimechish	Edu& Social	2	2	1.58	0	0	0
41	Hager Inniy	Edu& Social	1	1	0.79	0	0	0
42	Sheger Mzenagna	Entertainment	1	1:30	1.19	0	0	0
43	Ye Qidamena Chewata	Edu& Social	2	7:30	5.95	11mi30s	33m	7.33
44	Mazorya	Entertainment	1	0:30	0.39	1m	1m	3.86
45	Africa	Music	1	1	0.79	0	0	0
46	Late Night News	News	5	0:50	0.66	0	0	0
47	Advertisement	Advertisement	9	0:45	0.59	5m	45m	100
48	Commercial & Info	Advertisement	25	1:52	1.48	1m9s	25m	24.55
	Total		148	126			12 hrs 11m18s	9.66

** These programs were disseminated with sponsorship and according to the radio station's description, sponsors cover the total allotted time in the program. (Source: www.shegerfm.com)

APPENDIX B: Programs Contents on Bisrat FM 101.1 Radio Station (May 18 to May 27, 2018)

No	Program's Name	Genre	Frequency of the programs per Week	Total Allotted time of programs per week in Hour	Total Allotted Time per Week in percent (%)	Allotted advertisements Airtime in each program	Total Advertisement Airtime in each program	Total Advertisement Airtime in each program (%)
1	Bisrat Maleda	News	5	12:30	9.92	15m04s	1hr15m	10.04
2	Auto Safety	Edu& Social	3	3	2.38	18m42s	56m06s	31.11
3	Bisrat Sport	Sport	6	9	7.14	21m56s	2hr11m	24.22
4	Selegna	Entertainment	3	3	2.38	18m25s	55m	30.69
5	Kingo (DJ Kingston)	Entertainment	5	5	3.96	20m25s	1hr42m	34.00
6	Asham	Edu& Social	4	4	3.17	4m	16m	6.66
7	Kesefer Eske Tefer	Entertainment	2	3	2.38	3m	6m	3.33
8	Mese Resort	Entertainment	3	6	4.76	26m:42	1hr18m	28.33
9	Bisrat 12	News	5	2:30	1.98	7m56s	39m40s	26.80
10	Niqu (Weak up)	Edu& Social	1	1:30	1.19	5m	5m	5.56
11	Global Sport	Sport	2	3	2.38	6m47s	13m34s	7.22
12	Yefiqir Ketero	Entertainment	1	3	2.38	3m	3m	1.67
13	Girum Kana	Edu& Social	1	1	0.79	7m	7m	11.67
14	Addis 1879	Edu& Social	2	2	1.58	13m	26m	21.67
15	Filsiffina	Edu& Social	1	1	0.79	4m	4m	6.66
16	Tribune Sport	Sport	3	6	4.76	24m	1hr12m	20.00
17	Hulu Addis	Entertainment	3	6	4.76	31m47s	1hr35m	26.38
18	Karibu Automotive	Edu& Social	1	1:30	1.19	12m	12m	13.33
19	Maraki	Entertainment	2	2	1.58	3m	6m	5.00
20	Tesfa Abyssinia	Edu& Social	1	2	1.58	3m	6m	5.00
21	Eiyoha Ethiopia	Edu& Social	1	0:30	0.39	8m	8m	26.68

22	Ye Selam Gebeta	Edu& Social	1	1:30	1.19	31m	31m	34.44
23	Ethiopia	Edu& Social	1	1:30	1.19	8m45s	8m45s	14.58
24	Lieu Abol	Edu& Social	1	1	0.79	0	0	0
25	New Wey	Edu& Social	2	3	2.38	0	0	0
26	Benegerachin Lay	Entertainment	1	1	0.79	10m	10m	16.67
27	Eilifign	Entertainment	2	3:30	2.77	11m30s	23m	10.95
28	And Demist	Edu& Social	1	1	0.79	5m	5m	8.33
29	Abironet	Entertainment	1	1	0.79	0	0	0
30	Sky Sport	Sport	1	1:30	1.19	7m	7m	7.78
31	Bisrat Pharmacy	Edu& Social	1	1	0.79	0	0	0
32	Injury Time	Sport	1	2	1.58	4m	4m	3.33
33	Ethio Buna FC	Sport	1	2	1.58	5m10s	5m10s	4.17
34	Qine Bisrat	Entertainment	1	2	1.58	2m	4m	7.21
35	Ye Tibebi Bilichita	Entertainment	1	1	0.79	2m15s	2m15s	3.75
36	Le Nege	Edu& Social	2	1	0.79	2m	4m	6.67
37	Ye Tibebi Moged	Entertainment	1	2	1.58	3m	3m	2.5
38	Bisrat Highlight	Sport	1	2	1.58	4m	4m	3.33
39	Bisrat Berari	Entertainment	1	2	1.58	1m19s	1m19s	1.10
40	Station's Program	Entertainment	13	18:30	15.31	7m35s	1hr38m	8.82
	Total			126			17hr4m	13.54

APPENDIX C: Checklist Questions for Descriptive Analysis

1. Does the program have regular framework of content or does it improvise (adjust) the content every time it is aired?
2. Is it a regular program or is it susceptible (vulnerable) to be taken out when other events (such as football matches) are transmitted in a similar timeframe?
3. Do the journalists mention specific sources when they present certain contents?
4. Is the program managed a journalist or a host?
5. Do the journalists follow professional ethics such as impartiality or neutrality, avoidance of derogatory or offensive language, etc.?
6. Are the program contents shaped in ways that cover all sides of the story?
7. Do the programs focuses on societal issues that concern their immediate audience or do they focus more on international issues with little regard to the audience?
8. Are immediate concerns of the society; such as good governance, infrastructures, and cultural or national agendas addressed by the media more than remote issues?
9. Are advertisements integrated in the programs as content in a sublime manner?
10. Do the media undertake programs that require investigative journalism?
11. Do the media generally focus more on soft or hard content?
12. Do popular or serious programs take more of the prime time (Pick hour's media concentration)?
13. Is ownership influence observed in the media, in terms of influencing content and style of presentation?
14. Does commercialism influence observed by shifting priority or providing more time to programs that bring in the most advertisement?
15. Is the Media competition to attract advertisement and to take away or resemble programs in other media?

APPENDIX D: Interview Guide Questions for Sheger FM 102.1 and Bisrat

FM 101.1 Radio Stations' Stakeholders

1. How and for what purpose is this radio station opened?
2. What does your editorial policy state about commercialization and social responsibility, if you have one?
3. Do you respect and follow the media regulations and laws or adjust it?
4. Do you think there is ownership influence?
5. Do you think you fulfill your social responsibility?
6. Do you focus on soft issues because you try to avoid the influence from advertisers, or do you think it is because of the country's media laws issued at various times?
7. From the media's own programs, which ones benefit the society or public?
8. Do you mostly focus on PR release news or cover your own stories and conduct investigations?
9. Do you think private Medias are under the influence of commercialism? Specifically, do you have market (commercialism) influence? Dose it influence your program contents?
10. One of the impacts of commercialism is, to decrease the work of the professional (journalist) or to give less importance to work cost, using PR releases as news is one feature of the sector. How do you perceive this?
11. Who is your main source of information?
12. Do you incorporate advertisement in news programs? If yes, do you think it is proper to do so?
13. When you work with collaborative program producers, what criteria do you use to evaluate the program?
14. Do you think there is competition with other Medias (radio stations)? In what way is the competition manifested: in taking of professionals, programs or advertisers from other radio stations?

15. What or who are your information sources? Do you report on social and political issues in your news and programs?
16. How many professional journalists do you have? How much is their salary on average?
17. Does the journalist drive the market, or does the market drive the journalist? Is the journalist driven by the market?
18. In what way or format do you think private/commercial Medias currently operate and how should they operate?

Questions only for Bisrat FM

1. Concerning this, what do you say about the criticism on Bisrat FM using the media dominantly for football?

Follow up question: How do you perceive the comment that the current chaos (disorder) seen in the football field is the result of the football talk highly popularized by Medias?

2. What is the coverage range of your radio station? Please, relate and describe the fact that your programs are transmitted on the radio program of ENN television station.

Questions only for Sheger FM

1. It is the first private radio station. Some are heard saying that private radio stations should not be used to satisfy private desires. In the past, the private media was in the hands of the government, so do you think you have contributed your share as a private media?
2. In relation to this, regarding the political situation that took place in our country, even if you get the news, it is said that if you couldn't contact government officials, you don't report it?
3. I have tried to observe the comments made on the news you released on your web site. Even if they are emotional, the comments are also critical. Some wrote that they lost the role the expected from you as a private media. Can it be said that various laws have restricted your work?
4. Your media states that it aims at being a media that follows strong ethical journalism principles and becoming an infotainment radio station. Does Infotainment clash with strong journalism?

5. It is said that your day and night time news contents are weaker than your morning news, how do you see this?
6. There are issues raised in relation to advertisement. It is said that even if you don't believe in the program, as long as it brings advertisement, you air it. Did the departure of 'Tadiyas Addis' to another impacted your media?
7. On Saturdays, there are 'Sheger 911' and 'VOA'; are they programs to fill airtime? Especially, in the case of VOA, since it is given a significant amount of time, is it to fill airtime and doesn't it conflict with media regulations?

APPENDIX E: Interview Guide Questions for Ethiopian Broadcasting Authority Informants.

1. According to broadcasting service proclamation number 533/99, article 47, it is proclaimed in “commercial broadcast service regulation number 01/2000,” article 8, number 4 that “competition criteria” as “program content and societal needs within a program.” From which angle and how does the Authority (Institution) measure these criteria?
2. Some argue that since this commercial/ private radio stations are established for making profit, it is not their responsibility to address the aforementioned (content and social significance) issues. What is the authority’s view on this?

Follow up question: Don’t you think there exists the tendency or intention for such tendency of making it commercial?

3. Is it possible to open a radio station only for ‘entertainment?’ Generally, how do you see/ assess all the existing radio stations? What is expected from Medias, especially from the private sector?
4. It is seen that some Medias cover diversity or variety of issues, while other cover only specific issues. What are your thoughts on this judging from your assessment?
5. Do you think there is competition among Medias, especially in private and public Medias?
6. How do you see the programs Sheger radio station transmits in terms of content? I would like you to respond to this question based on the Authority’s criteria for ‘content.’

Follow up question: Do you think they take a considerable and exaggerated amount of airtime for entertainment?

7. How do you see the programs Bisrat radio station transmits in terms of content? I would like you to respond to this question based on the Authority’s criteria for ‘content.’

Follow up question: Do you think they take a considerable and exaggerated amount of airtime for entertainment?

8. How do you see the linking of international programs such as VOA as part of the station’s program and the collaboration with other Medias such as with ENN to transmit programs with regard to the law?

Follow up question: If it is against the law, what corrective measures has the authority attempted to take for such problems?

9. In relation to this, during the time when there was tension in the country, Sheger radio station was faced with numerous criticisms for the timely news it posts on its Face book page. The strongest one stated that the media doesn't have enough courage to transmit news different from the usual news made by governmental Medias. On the other side, even though the media didn't directly respond, they related it indirectly to access to information and various regulations. How do you perceive this? Do you think Bisrat radio station fulfills the responsibility of covering sensitive issues?
10. It is claimed that private radio stations make their sensational, what is your view on this?
11. How do you perceive the content of their programs contents in relation to investigative journalism?
12. Including our country's government, various international human rights organizations in various times, have passed proclamations and regulations concerning citizens' right to know. Based on this, can you tell me what is expected of the media, especially the private media, in relation to the African and the continent's current context?
13. Transmission of advertisement in-between news didn't use to happen in the past, but it is mostly seen nowadays. Can it be said that there is influence from the advertisers? What does the law state?

APPENDIX F: List of Informants

1. Ato Girma Fisha: Sheger FM 102.1 Radio Station Programs Director
2. Ato Messele Mengistu: Bisrat FM 101.1 Radio station Managing Director
3. Ato Tadesse Getnet: Senior Quality Assurance Expert of the Ethiopian Broadcast Authority
4. Ato Abraham Gebre: Senior Media Inspection and Monitoring Expert of Ethiopian Broadcast Authority

APPENDIX G: The Amharic Version of EBA Experts Interviews.

ከአቶ ታደሰ ጌትነት፣ በኢትዮጵያ ብሮድካስቲንግ ባለስልጣን ከፍተኛ የጥራትና ብቃት ማረጋገጫ ባለሙያ ጋር የተደረገ ቃለ

መጠይቅ

ጥያቄ:- በብሮድካስት አገልግሎት አዋጅ ቁጥር 533/ 2007 አንቀጽ 47 መሰረት የወጣው “የንግድ ሬድዮ ብሮድ ካስት አገልግሎት መመሪያ ቁጥር 01/2000” አንቀጽ 8 ቁጥር 4 የሰፈረው “የመወዳደሪያ መስፈርት” የፕሮግራም ይዘትና በፕሮግራሙ የተካተቱ ማህበራዊ ፍላጎቶች” የሚለው ሰፈራል። ባለስልጣኑ ይህን መስፈርት ከምን አንጻር ይመዘኑ?

መልስ:- ፍላጎት ስንል የአድማጩ፣ የማህበረሰቡ ፈላጎት ማለት ነው። በአዋጁም በመመሪያው ላይ እንደተቀመጠው “የንግድ ሬድዮ ብሮድካስት አገልግሎት” ማለት ትርፍን መሰረት ያደረገ ህዝብን “ለማስተማር፣ ለማሳወቅና ለማዘናናት” አገልግሎት የሚል ሬድዮ ጣቢያ ማለት ነው። ከዚህ ስንገሳ የመገናኛ ብዙሃንም ዝግጅታቸው የአድማጩን ፍላጎት ባማከለ ሁኔታ መሆን ይገባል። የአድማጩም ፍላጎት መማር፣ ማወቅና መዘናናት መረጃዎችን ማግኘት ነው። መረጃ ስንል መንግስት የሚያከናውናቸውን ስራዎችን ማስተዋወቅ፣ የመልካም አስተዳደር ችግሮች ካሉ እነዚህን ነቅሶ በማውጣት የህብረተሰቡ ልሳን ሆኖ ማገልገል ነው።

ጥያቄ:- አንዳንዶች የንግድ/ የግል የሬድዮ ጣቢያዎች የተቋቋሙት ለንግድ እስከሆነ ድረስ እነዚህ የተጠቀሱት ጉዳዮች ድርሻቸው ዓይደለም የሚሉ አሉ?

መልስ:- “ሞገድ በዶላር (በውጭ ምንዛሪ ተገዝቶ) ከዓለም አቀፉ የቴሌኮሚዩኒኬሽን ህብረት ተገዝቶ የሚመጣና ለህዝብ (ለመንግስት)፣ ለማህበረሰብና ለንግድ/ለግል ሬድዮ ጣቢያዎች የሚከፋፈል (የህዝብ) ውድ ሃብት ነው። ይህ ማለት ሚዲያን ለማህበረሰቡ ተደራሽ ከማድረግ አላማ እንጂ ለንግድ ፍጆታ ላማዋል አይደለም። ስለዚህ አንድ የሚድያ ድርጅት ፍቃድ ሲሰጠው ይህን ውድ ሃብት በሚድያ ህጉ መሰረት ማህበረሰቡን እጠቅማለሁ ብሎ ሲዋዋል ብቻ ነው። ገንዘብ ስላለውና ፍቃድ ስለጠየቀ ብቻ ፍቃድ አይሰጥም። መንግስት የሚዲያውን መሰረተ ልማት ሲያስፋፋ ዓላማው “ማስተማር፣ ማሳወቅና ማዘናናት የተሰጉትን ሶስት የሰው ልጅ ፍላጎቶች ባግባቡ በሚዲያው አማካኝነት ለማህበረሰቡ እንዲደርሱ በማሰብ ነው። እና ማንም ገንዘብ ስላለውና ፍቃድ ስለጠየቀ ብቻ ፍቃድ አይሰጠውም፤ ፍቃዱንም አግኝቶ የእኔ ዓላማ ወይም ግብ ማዘናናት ብቻ ነው ብሎ ለመንግስት ኪሳራ ነው። ለምሳሌ አንዴ የሬድዮ ሞገዱን ገዝቸዋለሁ እንደ ... ኳስ አስተላልፍብታለሁ፣ ወይም ሙዚቃ ለቅበታለሁ ... አልያም ደግሞ ግማሽ በግማሽ የማስታወቂያ ማሰራጫ አደርገዋለሁ ብሎ መነሳት አቅጣጫውን ሊስት ይችላል።

(አዝማሚያዎች የሉም ብለህ ታስባለህ?)

የሉም ማለት አይደለም። ነገር ግን እነዚህ ሶስት መሰረታዊ የሆኑ ነገሮች ተመጣጥነው መቅረብ አለባቸው። ይህ ተቋም በተሰጠው ስልጣን መሰረት ፍቃድ መስጠት ብቻ ሳይሆን ፍቃድ የወሰዱት ተቋማት ግዴታቸውን ባግባቡ መተግባራቸውን መቆጣጠር ጭምር ነው። ቅድመ ምርመራ በህገ መንግስቱ ስላማይፈቅድ ሚዲያዎቹ ምን ዓይነት ይዘት ያላቸው ፕሮግራሞች እያስተላለፉ እንዳሉ በሞኒተሪንግ ክፍሉ በኩል ክትትል ያደርጋል። ከአድማጩም ሆነ ከተለያዩ አካላት ቅሬታ

ሲቀርብ በዚህ በሞኒተሪንግ ክፍሉ አማካኝነት ከትትልና ማጣራት ይደረጋል። ከዚህ በተጨማሪ የአቅም ግንባታ ስልጠናም ለሚደረጉት በተለያዩ ርዕሰ ጉዳዮችና ጊዜያዊ ደረጃዎች ይሰጣል። ከላይ እንደተገለጸው ፍቃዱን ወስደው በራሳቸው ፍላጎት ሚደረጉት ለመጠቀም የሚሹ ሚደረጃዎች ሲያጋጥም (አጋጥሟልም)፤ ቅጣት ብቻውን መፍትሄ ስለማይሆን በዚህ ስህተታቸው እንዳይገፉበት የግንዛቤ ማስጨበጫ (ከእውቀት ማግኘት ነው ተብሎ ስለሚታሰብ) ሙያዊ እገዛ ይደረጋል። ነገር ግን ሁነታዎች የማይስተካከሉ ከሆነ ፍቃድ እስከመጠቀሚያ ድረስ ሊደርስ ይችላል።

ጥያቄ:- የአንዳንድ ፊደሎ ጣቢያዎች የሚያገኙባቸው ርዕሰ ጉዳዮች (Diversity) ሰፊ ሲሆኑ የአንዳንዶቹ ደግሞ ጠባብ በታወሰኑ ርዕሰ ጉዳዮች ላይ ማተኮር ይቻላል። ይህን እንዴት ታዩታላችሁ?

መልስ:- እያንዳንዱ የፊደሎ ጣቢያ ለሚቀጥሉት አንድ ወራት በየቀኑ የሚያስተላልፋቸውን ፕሮግራሞች የርዕሰ ጉዳይ ይዘት አስቀድሞ ለቢሯችን ይልካል። ማስታወቂያን በተመለከተ በማስታወቂያ ህጉ መሰረት ከተቀመጠለት በላይ ተጠቅሞ ከተገኘ በሞኒተሪንግ ክፍሉ በኩል ከትትል ተደርጎ እንዲያስተካክላሉ ያደርጋሉ። ይህም ሲሆን ብዙዎቹ ያስተካክላሉ። ምክንያቱም ወደ ቅጣት የማይገባው የተጀመረው ሚደረጃን የማስፋፋት ዓላማ በእንጭችነቱ እንዳይቀጭ በማሰብ ነው።

ጥያቄ:- በሚደረጉት መካከል በተለይም በግልም ይሁን በህዝብ ሚደረጃዎች መካከል ፉክክር አለ ብለህ ታስባለህ?

ይህን ቀጥታ ከመመለስ ይልቅ ከዚህ ቀደም የባለስልጣን መስሪያ ቤቱ ከይዘት አንጻር “የመገናኛ ብዙሃን የአገልግሎት አሰጣጥ የኅብረተሰቡ ተጠቃሚነት የዳሰሳ ጥናት” በሚል በሃገሪቷ በሚገኙ የንግድ/የግል ፊደሎ ጣቢያዎች የትኛው ተደማጭ እንደሆነ ጥናት አድርጓል። ለጥናቱም እንደመለኪያ ያደረገው

ወቅታዊነት፣ ሚዛናዊነት፣ ትክክለኛነት፣ መረጃ ሰጪነት፣ አዝናኝነት፣ በልማት ውስጥ ያላቸው አስተዋፅኦ፣ ለዲሞክራሲ ግንባታ ያላቸው አስተዋጽኦ፣ ለሠላም ያላቸው አስተዋጽኦ፣ የፕሮግራሙ ትምህርት ሰጪነት፣ ለአካል ጉዳተኞች ትኩረት ስለመስጠቱ እና ከቴክኒክ አንጻር የድምጽ ጥራት፣ እና መሰል ጉዳዮች ናቸው።

ጥያቄ:- “መዝናኛ” ብቻ ላይ ትኩረቱን ያደረገ ፊደሎ ጣቢያ መክፈት ይቻላል፤ አሁን በስርጭት ላይ ያሉትን የግል ፊደሎ ጣቢያዎች ባጠቃላይ እንዴት ትመለከታቸዋል፣ ከመገናኛ ብዙሃን በተለይም ከግሉ ዘርፍስ ምን ይጠበቃል?

መልስ:- በዚች ክፍህነት ለመውጣት በምትፍጨረጨር ሀገር የመዝናኛ ፊደሎ ጣቢያ ብቻ ለመክፈት የማይታሰብ ነው። አሁን ያለውን ሁኔታ እንኳ ብንመለከት ሚደረጃዎቹ የሚጠበቅባቸውን ያህል አስተዋጽኦ እያደረጉ ነው ለማለት አያስደፍርም። የንግድ ፊደሎ ጣቢያዎች ለትርፍ ብቻ ብለው መስራት የለባቸውም። በርግጥ በስራው ላይ ለመቆየት ገንዘብ ቢሰፈልጋቸውም ዋናው ግባቸው ግን እንዲሆን አይመከርም። ህብተሰቡን መርሳት የለባቸውም። እንደዜግነታቸው የውዴታ ግዴታ እንዳለባቸው ተረድተው ለዲሞክራሲው ግንባታ የራሳቸውን ድርሻ መወጣት ይጠበቅባቸዋል። ይህን ቅድሚያ ሰጥተው መስራት ከቻሉ ተመራጭ የማይሆኑበት ምንም ምክንያት የለም። ይህ ባህል እየዳበረ ሲመጣ ለአዳዲሶቹም በሚደረገው ለመሳተፍ ለሚፈልጉትም እንደመንገድ ጠራጊ ሆነው የሚደረጉ አንዳስትሪው የተሻለ ቅርጽ እንዲይዝ መሰረት ይጥላሉ ማለት ነው።

ከአብርሃም ገብሬ የፕሮግራሞች ከትትል ክፍል የተደረገ ቃላ ምልልስ

ሸገር ኤፍ ኤም ፊደሎ ጣቢያ የሚያስተላልፋቸውን ፕሮግራሞች ከይዘት አንጻር እንዴት ትመለከታቸዋለህ? ባለስልጣኑ “ይዘትን” በተመለከተ ያወጣቸውን መስፈርቶች ተመርኩዘህ ብትመልስልኝ።

- ሸገር ፊደሎ ጣቢያ እንደኮሚሽን ፊደሎ ጣቢያነቱ ማስታወቂያን ሊያመጡ (ሊያስገኙ) የሚችሉ ፕሮግራሞችን ያቀርባል። ነገር ግን ይዘታቸውን ስንመዘን፣ በዜና ዘገባቸው ሃርድ ኒውስ የምንላቸው፣ ጠንከር ያሉ ፖሊቲካዊ ጉዳዮች የሚነሱባቸው ሰዓታቶች (ፕሮግራሞች) አሉባቸው። ለምሳሌ ሸገር ካፌን ብወስድ ባንጻራዊነት የተሻለ ትንተና በማለሙያ የሚቀርብበት ፕሮግራም ነው። በዜናቸውም ከጠዋቱ 12:30 እስከ 2:30 ባለው የሸገር ማለዳ ላይ አካባቢያዊ፣ ሀገራዊ፣ አህጉራዊና አለማቀፋዊ ጉዳዮችን ባንጻራዊነት ከሌሎች ሚዲያዎች በተሻለ ሁኔታ ይቀርብበታል። ዘወትር በየእለቱ የሚቀርቡት የ 6 ሰዓትና የምሽት ዜናዎች ከፕሮጀክት (ታስባቸው ከሚሰሩ) ዜናነት ይልቅ “ኢቪንት”(ታቅዶ ታልም የሚሰሩ ባይሆኑም) ተኮር ቢሆኑም ሰዓታቸውን ጠብቀው ይቀርባሉ። ከይዘት አንጻር የማለዳ የዜና ፕሮግራማቸው ላይ .. የተሻሉ የሚባሉ ... ታልመውና ታቅደው የሚቀርቡ (ፕሮጀክት) ዜናዎች ይቀርቡበታል።
- በሌላ ፕሮግራማቸው ያዘናናሉ አየያዘናኑም የሚለው ጥያቄ እንዳለ ሆኖ ይህም እንደ ሰው አረዳድ የሚለያይ በመሆኑ ጠቀሜታቸው “አናሳ” ሊባል የሚችሉ ፕሮግራሞችን ተካተው እናገኛለን። ለምሳሌ ያህል አሁን በቅርቡ ከሸገር ፕሮግራምነት የተነሳውን “ታዲያስ አዲስን” ብንመለከት፣ ሸገር ከሚወቀስባቸውና ከአድማጩ ተደጋጋሚ ወቀሳና ትችት ከሚደርስበት ፕሮግራም አንዱ ነበር። ሆኖም ግን ከዚህ ፕሮግራም የፊደሎ ጣቢያው ከሚያገኘው ተጠቃሚነት የተነሳ የሚነሱትን ቅሬታዎች ወደ ጎን በማለት ፕሮግራሙ አራሱ እስከለቀቀበት ጊዜ ድረስ ከፍተኛ የሆነ የአየር ሰኣት እንደያዘ ቆይቷል። ከዚህ ፕሮግራም በጠጨማሪ በሙዚቃ የሚሸፈኑ የአየር ሰዓቶች በርካታ ናቸው። (በርካታ የተጋነነ የአየር ሰኣት ይዛሉ ብለህ ታስባለህ?) በቋሚነት እሁድ ከ12 ሰዓት እስከ 2 ሰኣት በብሌን ዮሴፍ የሚዘጋጀው፣ ቅዳሜ በሄኖክ ... እንዲሁም ከቪኦኦ ተቀብለው (ሊንክ)አድርገው የሚያቀርቧቸው ፕሮግራሞች ለዚህ ተጠቃሽ ናቸው።
- (ይህንን ከህግ አርጻር እንዴት ይታያል)

የቪኦኦን ዜናውን ቢሆን ያመጡት ከፉክክር ጋር ሊያያዝ ይችላል። ምክንያቱም በአቀባዩ ፊደሎ ጣቢያ የሚሰራው ፕሮግራም በተሻለ ጥራትና ባለሙያ ስለሚሰራ ተመራጭ ይሆን ነበር። ነገር ግን ተቀብለው የሚያስተላልፉት ሙዚቃ ብቻ እንደመሆኑ መጠን የአየር ሰዓት ከመሙላት የዘለለ ፋይዳ ይኖረዋል ብዬ አላስብም። እንደውም ያቀባዩን የፊደሎ ጣቢያ የማስተዋወቁ ነገር ሚዛን ይደፋል።

- በጥንካራ ይዘትና (በባለሙያ የተዘጋጁ ዝግጅቶች) በአቀራረብ እንዲሁም ማህበረሰብን ካማሳወቅና በማህበረሰብ ዘንድ ተዓማኒነትን ከማግኘት ረገድ ሸገር ፊደሎ ጣቢያ የተሻለ አቀራረብ አለው። የብስራት የተመለከትን እንደሆነ የተጠናና ቀጣይነት ያለው ፕሮግራሞች ማግኘት አስቸጋሪ ነው። ለምሳሌ አንድ ፕሮግራም ተጀምሮ በቀጣዩ ቀን በዚያ ሰዓት የቀጥታ ኳስ ፕሮግራም የሚኖር ከሆነ ፕሮግራሙ ታጥፎ ኳስ እንዲተላለፍበት ይደረጋል። ከዚህ በመነሳት የፊደሎ ጣቢያው “የኳስ ፊደሎ ጣቢያ” ነው ወይ ነው? የሚል ጥያቄ ይጭራል።
- ይህንና ሌሎች ተመሳሳይ ሁኔታዎች ስንመለከት ከፍተኛ ችግር ያለበትና “ጣቢያው በራሱ ማህበራዊ ኃላፊነቱን የማይወጣ፣ ከተለያዩ ድረ ገጾች የተለቃቀሙ ወሬዎችን በዜናነት የሚያቀርብ ምንጭ የማይጠቅስ፣ የግለሰብ ስብዕና ላይ የሚተኩሩ ጉዳዮች ላይ የሚያተኩሩ፣ ፍቃድ በተሰጣቸው አካባቢ ላይ ዜናም ሆነ ፕሮግራም ትኩረት አድርጎ

መስራት ፍቃድ የተሰጣቸው የማህበረሰቡን ማህበራዊ፣ ፖለቲካዊ፣ ኢኮኖሚያዊና ባህላዊ ጉዳዮች በፕሮግራማቸው እንዲያነጻጻርቁ የሚጠበቅ ቢሆንም ሲተገብሩት አይታይም። ይህንና ለሌሎች መሰል ችግሮች በተለይ ዜናን በተመለከተ ተደጋጋሚ ማስጠንቀቂያ ለብስራት ፊደሎ ጣቢያ ቢደርሰውም ለማስተካከል ያደረገው ጥረት እዚህ ግባ የሚባል አይደለም።

(ታዲያ ባለስልጣኑ ይህን ለማስተካከል ምን አይነት የማስተካከያ እርምጃዎችን ሊወሰድ ሞክሯል)

- ቀደም ሲል ለማሳየት እንደሞከርኩት፤ ኢንዱስትሪው ገና በጅምር ላይ ያለ እንደመሆኑ መጠን በቀጥታ ወደ ቅጣት መግባቱ አስተማሪ እንደማይሆን ባለስልጣኑ ስለማያምን በአሁኑ ወቅት በማስተማርና በአቅም ግንባታ ላይ ያተኮረ ስራ እየተሰራ ይገኛል።
- ሽገርን በተመለከተ በዘርፉ ለመቆየት በራሳቸውም ሆነ በተባበረ አዘጋጆች በሚዘጋጁት ፕሮግራሞች ላይ ገቢ ሊሰገኙ የሚችሉ ፕሮግራሞች ይታያሉ። ይህ ደግሞ የሆነው በተለያዩ ሚዲያዎች ላይ የሚቀርቡት ማስታወቂያዎች 90 ከመቶው የሚገኙት ከመንግስት የልማት ድርጅቶች ሲሆን ይህም በተለያዩ ምክንያቶች (እስከአሁን የተዘረጋ መመሪያ ባለመኖሩ ሲሆን ፣ አሁን ግን ፍታሃዊ የሆነ መዳረስ እንዲኖር ህግ እየተረቀቀ ይጋኛል / የግሉን ሚዲያ ጨምሮ) ወደ ተወሰኑ ሚዲያዎች ብቻ ሲፈሱ ይታያሉ። ሆኖም በዚህ ሁሉ “ፋክክር” ወስጥ ጠንክር ያሉ ፖለቲካዊና ማህበራዊ ጉዳዮችን ሲያቀርብ ይታያል።

(ጥያቄ፡ ከዚህ ጋር በተያያዘ በተለይ ሃገሪቷ ላይ ተከስቶ በነበረው ውጥረት ውቅት የሽገር ፊደሎ ጣቢያ “በፌስ ቡክ ድረ ገጹ ላይ በሚያሰፍራቸው ወቅታዊ ዜናዎች ላይ በርካታ ትችቶች ይሰነሰሩ ነበር። ከነዚህም የበረታው ምንድን ነው፤ በተለምዶ የመንግስት ሚዲያዎች ከሚያቀርቡት ዜናዎች ጋር በማመሳሰል አትደፍሩም የሚሉት ይበረታሉ። በሌላ በኩል ሚዲያው ቀጥታ ምላሽ ባይሰጥም በተዘዋዋሪ ከመረጃ ማጣትና ከተለያዩ ህጎች ጋር ያያይዘቱል አንተ ይህን እንዴት ትመለከተዋለህ)

- አዎ! ያለፉትን ሁለትና ሦስት ዓመታት ስንመለከት ለሚዲያዎችም ጭምር አስቸጋሪ ጊዜ ነበር። ለምሳሌ ሚዲያው በራሱ ተንቀሳቅሶ በአይን እማኝ ለመዘገብ ቢችል እንኳ ሚዛናዊነትን ለመጠበቅ ሲባል ከመንግስት ወገን መረጃ ለማግኘት አስቸጋሪ በመሆኑ ሳይዘግቡት ይቀራሉ። ለምሳሌ በቅርቡ በሞያሌና በቤንሻንጉል የተከሰቱትን ችግሮች ለመዘገብ ቢሞክሩ ጉዳዩ ቀድሞ በመንግስት ኮሚኒኬሽን ወይም በኮማንድ ፖስቱ በኩል እስካልተገለጸ ድረስ አደጋ ሊያስከትል ይችላል በሚል ሳይዘግቡት ይተውታል። ነገር ግን ዜናውን ሰርተው የሚመለከተውን አካል ሃሳብ ለማካተት ሞክረው እንዳልተቻላቸው ሲገልጹ አይታዩም ። ሚዲያዎቹ ደፍረው እንዳይወጡ የመረጃ እጦቱ ተግዳሮት ሆኖ ሊቀርብ ይችላል። ከዚህ በተጨማሪ የሚነሱት ከሚዲያው ጋር ተያይዘው የወጡት ህጎች በተጨማሪነት ተግዳሮት ለመሆናቸው ጥርጣሬ የለውም።

(ጥያቄ፡- ፕሮግራማቸውን ሴንሴሽናል ያደርጋሉ ከሚለውስ አንጻር....)

- ይህ እንግዲህ እንደ አድማጩና እንደዜናው ባህርይ ይለያያል ... ይህም እንደ ግለሰብ ልዩነታችን ከምንሰማው ወይም ከምናየው ርዕስ ጉዳይ በመነሳት ለነገሮች የምሰጠው ትርጓሜ ይለያያል። ከዚህ አንጻር የሽገርን ሁኔታ ስንመለከት “እንደባለሙያ ተጋኖ የወጣ” ነገር አላይባቸውም። በርግጥ በአንድ ወቅት በተለይ “ቆሬ አካባቢ

የደረሰውን አደጋ የዘገቡበት አካሄድን በተመለከተ “ሴንሴሽናል” አድርገውታል ከሚል አንጻር ከብዙ አቅጣጫ ወቀሳ ሲደርስባቸው አስተውያለሁ። ይኼም መረጃን ከተላያዩ አቅጣጫዎች ካለማቅረብ አንጻር እንጂ ታስቦበት “ሴንሴሽናል” ለማድረግ ነው ብዬ አላስብም። ሆኖም ግን ውስን በሆኑ ርዕሰ ጉዳዮች ላይ በተወሰነ ደረጃ ሊታይ ቢችልም እንደችግር ጎልቶ የሚታይ አይደለም።

(ጥያቄ:- ከምርመራ ጋዜጠኝነት ጋር በተያያዘ የፕሮግራማቸውን ይዘቶች እንዴት ትመለከቱታላችሁ)

- አልፎ አልፎ ከበጎ አድራጎት ድርጅቶች ጋር በተያያዘ ፕሮግራሞችን የሚያቀርቡ ሲሆን በተለይ የዚች ሃገር ከፍተኛ ችግር እንደሆነ የሚታሰበውን ሙስናን በመንግስት ወይም በህዝብ ግንኙነት ባለሙያዎች ካልተገለጸ በስተቀር በራሳቸው ተካታትለው ለማቅረብ ሲሞክሩ አይታይም። ይህ ደግሞ ሃገሪቷ ውስጥ በሚገኙ ሚዲያዎች የሚሰተዋል አይደለም።

(ጥያቄ: የሃገራችንን ህገመንግስት ጨምሮ የተላያዩ ዓለም አቀፍ የሰብዓዊ መብት ድርጅቶች በተለያዩ ጊዜያት የዜጎችን የማወቅ መብት በተመለከተ የተለያዩ አዋጆችንና ድንጋጌዎችን አሳልፈዋል። ይህን ተመርኩዘህ የአፍሪካንና የሃገራችንን ነባራዊ ሁኔታ በመመርኮዝ ከሚዲያው ምን ይጠበቃል፤ የግል ሬድዮ ጣቢያዎች ላይ በተመለከተ።)

- መንግስት የሚዲያውን ኢንዱስትሪ ሲያስፋፋ፣ የራሱም ፍላጎት ስላለውም ጭምር ነው። ይኸውም አንደኛው የልማት ጋዜጠኝነት ከማስፋፋት አንጻር ነው። የህዝብ መገናኛ ብዙሃን በዚህ መንገድ ይሂዱ ከተባለ ይሄዳሉ። ከላይ የተጠቀሱት አለማቀፋዊ ህግጋቶች ስንመለከት ሃሳብን በነጻነት ከመግለጽ ጋር ይያያዛል። ይህ ደግሞ ሚዲያው በህዝቡና በመሪዎቹ መካከል በመሆን ሙስና ሲፈጸም፣ የፍትህ እጦት ሲያጋጥም ተካታትሎ ማጋለጥና መተቸት እንጂ የፕሮቶኮል አካሄድን ብቻ በመከተል እንዲህ ተባለ እንዲህ ተፈጸመ ለማለት ብቻ መሆን የለበትም። ሽግር ካፌን በተመለከተ ከላይ ያነሳናቸውን ህግጋቶች ሊያሟሉ ይችላሉ ብለን የምንጠቅሳቸው እንዲሁም በፕሮግራማቸው ስለነዚህ ጉዳዮች ጭምር ሁኔታዎችን ሲያመቻቹ ይታያሉ።
- ለምሳሌ ያህል የአሁኗ ጠዋት የሽግር ካፌን “ሁለተኛው ጠረቤዛ” ብንወስድ በቂ ጥናት ተደረጎበት ቀጣይነት ባለው ሁኔታ በባለሙያ የሚቀርብ እያዘናና በቂ እውቀት እያስጨበጠ መረጃን የሚያቀርብል ጥሩ ፕሮግራም ነው። ወደ ኋላም መለስ ብለን የፕሮግራሙን ይዘቶች ብንመረምር ስለፓን አፍሪካን ምንነት፣ ስለዘመናዊነት/ / በርካታ እውቀት የሚያስጨብጡ ለሬድዮ አድማጩ በሚሆን መልክ ደረጃቸውን የጠበቁ ትንታኔዎችን እናገኛለን። ይህ ደግሞ ሌሎች ከሬድዮ ጣቢያው ሊማሩት የሚገባ ፕሮግራም ብቻ ሳይሆን ለጣቢያውም ትልቅ ድል ነው።
- ሌላው የሽግር ልዩ መለያ ባህርይ የሆነውና የጋዜጠኝነት የተለየ ክህሎት የሆነው ቅደም እና ድህረ ቃለመጠይቅ የሚታይበት ፕሮግራም የ”ጨዋታ እንግዳ” ፕሮግራም ነው። ይህ ፕሮግራም ከሬድዮ ጣቢያው ምስረታ ጀምሮ / በቀጣይነት የቆየና የአድማጩን ቀልብ ገዝቶ በማህበረሰቡ ውስጥ እውቀትን እያስጨበጠ የቀየ ፕሮግራም ነው። ይህ ፕሮግራም በቀዳሚነት ሌሎች ሊማሩበት የሚገባ ይመስለኛል።
- ከዚያ በተረፈ ግን የዜና እውጃ ሰአታቸውንና አቀራረባቸውን ስንመለከት “የሽግር ማለዳ” ላይ የሚቀርቡበት ዜናዎች ከይዘት አንጻር ጥሩ ቢሆንም ማስታወቂያ ይበዛበታል።

(ጥያቄ:- በዜና መሃል ማስታወቂያ መልቀቅ ቀደም ሲል ያለተለመደ ሲሆን አሁን ግን በብዛት ይታያል። የማስታወቂያ ባለቤቶች ተጽዕኖ አለ ለማለት ይቻላል? ሕጉስ ምን ይላል?)

APPENDIX H: The Amharic Version of Bisrat FM 101.1 Radio Owner Interviews.

ከብስርአት 101.1 ኤፍኤም መስራች፣ ባለቤትና የፕሮግራም ክፍል ሀላፊ፡- አቶ መስለ መንግስቱ ጋር የተካሄደ ቃለ መጠይቅ

ጥያቄ፡- ይህንን የሬድዮ ጣቢያ ለመክፈት ምን አነሳሳህ? ለምን አላማ ነበር የየሬድዮ ጣቢያው የተከፈተው?

መልስ፡- ሁሌም ላሳካው የምፈልገው የልጅነት ህልም ነበረኝ። ትዝ ይለኛል ሌላ የሬድዮ ጣቢያ ውስጥ በምሰራበት ወቅት አዲስ አድማስ ጋዜጣ የስፖርት አምዱ ላይ ቃለ መጠይቅ አድርጎልኝ ነበር። እኔም 24 ሰዓት በሙሉ ለስፖርት የሚውል የግሌ የሬድዮ ጣቢያ መክፈት እንደምፈልግ ነግሬያቸው አትመውት ነበር በዚህ አርእስት፤ “በ2.6 ሚሊዮን ብር እግር ኳስን በሬድዮ ተመልከቱ፡- መስለ መንግስቱ”። ይህ ከዘ አመት በፊት ነበር እስካሁንም ይህንን ለማሳካት ስጥር ነበር። በተደጋጋሚ የኢትዮጵያ ብርድካስት ባለስልጣን የሚያወጣው ጨረታ ላይ ተሳትፎ ወድቄያለሁ፤ ከ3 አመት ከግማሽ በኋላ ከ15 ሌሎች ሰዎች ጋር በመሆን አሸንፎ ኡሄንን ሬድዮ ጣቢያ ከፈትኩኝ። ነገር ግን አገራቷ ለኳስ ብቻ ሊውል የሚችል የአየር ሰኦት (transmission wave) የላትም፤ ስለዚህም የመዝናኛውን መስመር soft issues ላይ በማተኮር ተቀላቀልን። ይህንንም እውን ማድረግ ችያለሁ ከግርማቸው እንደው፤ ማርቆስ ኤርሚያስ፤ ፋሲል ረዲ፤ ኤፍሬም የማነ እና መንሱር አብዱልቀኒ ጋር በመስራት፤ እናም እንደ “መሴ ሪዘርት” ያለ ልዩ የመዝናኛ ይዘት መፍጠር ችያለሁ።

ጥያቄ፡- የሚድያ ደንቦችን እና ህጎችን አከብረጅ ትከተላለህ ወይንስ በማስተካከል ትጠቀማለህ?

መልስ፡- ፈቃድ ስታገኝ የባለስልጣኑን ህጎች መከተል ግዴታ ነው። በመንግስት ድጎማ አንሰራም፤ የራሳችንን ወጪ በራሳችን ነው የምንሸፍነው። ለትርፍ ሳይሆን የምንሰራው አላማችንን በማሳካት በስራው ለመቀጠል ነው። ሁሉንም ህግ አከብረን ለመከተል ብንሞክርም፤ ተወዳዳሪ ሆኖ ለመቀጠልም የቻልነውን ያህል እንጥራለን።

ጥያቄ፡- ካላችሁ፣ የኤዲቶሪያል ፖሊሲያችሁ ምን ይላል?

መልስ፡- ለሬድዮ ጣቢያ የኤዲቶሪያል ፖሊሲ ማኒፌስቶ ነው። የሬድዮ ጣቢያው ኢትዮጵያን በማንኛውም መንገድ የሚጎዳ ማንኛውንም ስራ አይሰራም። ማንኛውም የዘር፣ የሀይማኖት ወይም የጾታ አድሎ አየፈቀድም። ምንጮቻችን ታማኝ ቢሆኑም እንኳን ሚዛናዊ ለመሆን እንደዚህ አይነት ዜና አናስተላልፍም። የሚዲያው ኤዲቶሪያል ፖሊሲ የሚያተኩረው በsoft issues እንደ መዝናኛ፣ ስፖርት እና ትምህርታዊ ጉዳዮች ላይ ነው።

ጥያቄ፡- በቀላል ጉዳዮች (soft issues) ላይ የምታተኩሩት ከማስታወቂያ አሰሪዎች ግፊት ወይም ጫና ለመሸሽ ነው ወይስ በተለያዩ ጊዜያት በወጡት የአገሪቷ የሚድያ ህጎች ምክንያት ነው ብለህ ታስባለህ?

መልስ፡- ጫና አያደለም። ይህንን አቅጣጫ የተከተልነው ከኛ ቀድመው የተከፈቱ የሬድዮ ጣቢያዎች የተሻለ አቅም ስላላቸው እና ከነሱ ጋር ተወዳዳሪ እንድንሆን ስለሚረዳን ነው። በተጨማሪም በአገሪቷ ላይ ያለውን ክፍተት በመጠየቅ ክፍተቱን ለመሙላት እየሞከርን ነው። የድርዎቹ እና ታዋቂዎቹ ሚዲያዎች የሚያተኩሩት hard issues ላይ ነው ስለዚህ የተለየ ነገር

ላይ ለማተኮር ፈለግን። ማስታወቂያን በተመለከተ እኔ እንደሚመስለኝ አጨቃጫቂ እና አከራካሪ የሆኑት ሚዲያዎች ይሻላሉ።

እኔ ግን ያተኮርኩት ቀላል “ስፖርት” ላይ ነው፤ ያደኩበት እና የማውቀው ጉዳይ ላይ። እውነቱን ለመናገር በሌሎች ጉዳዮች፤ እንደነዛ አይነት ጉዳዮች ጋር ለመቅረብ እውቀቱም ሆነ ክህሎቱ የለኝም።

ጥያቄ:- ምን ያህል ባለሙያ ጋዜጠኞች አሉህ?

መልስ:- በአጠቃላይ ወደ 60 የሚሆኑ ሰራተኞች አሉን - የኛ ስራ የተዋሀደ ነው። በአሁኑ ወቅት የጋዜጠኛ ደመወዝ ከዶክተር የተሻለ ነው፤ ለሰባት አመት ከተማረው።

ጥያቄ:- በአማካኝ ደመወዛቸው ምን ያህል ነው?

መልስ:- በአማካኝ ወደ 8,500 ብር አካባቢ ነው፤ ጋዜጠኛው ለገበያው ቅርብ ካልሆነ ገበያው አይመጣም። ገበያው ደግሞ የሚመራው በገንዘብ ነው።

ጥያቄ:- ጋዜጠኛው ነው ገበያውን የሚመራው ወይስ ገበያው ነው ጋዜጠኛውን የሚመራው? ጋዜጠኛው የሚመራው በገበያው ነው?

መልስ:- ባማንኛውም የFM ፊደሎ ጣቢያ የሚመሩት በጋዜጠኛው መርሆች መሰረት ነው። የማርኬትንግ ፖሊሲያችንን ብትመለከት በየቦሩ እየሄደ ማስታወቂያ የሚጠይቅ አይደለም። በጋዜጠኞቻችን የሚዘጋጁት ፕሮግራሞች ጥንካሬ እና ከእኛ ጋር የሚሰሩት የፕሮግራም አዘጋጆቻችን ጥንካሬ ነው ገበያውን ወደእኛ የሚያመጣው። ከሌሎቹ ነባር የፊደሎ ጣቢያዎች በተለየ ብዙ የማስታወቂያ (marketing) ሰራተኞች አንመድብም።

ጥያቄ:- ከሌሎች ሚዲያዎች ወይም የፊደሎ ጣቢያዎች ጋር ውድድር ያለ ይመስልህል?

መልስ:- በትክክል ከፍተኛ ውድድር አለ። አሁን 13 ሆነናል (የፊደሎ ጣቢያዎች)። የሚፈለገውን ባለሙያ ገበያ ላይ ማግኘት ቀላል አይደለም። እንደ ኮሚንታተር የሚሰሩትን ብትመለከት እኔንም ጨምሮ በጋዜጠኛነት የተመረቅን አይደለንም። ውድድሩ ጠንካራም ያደርገናል።

ጥያቄ:- ውድድሩ በምን አይነት መንገድ ነው የሚገለፀው ወይም የሚታየው:- ባለሙያዎችን፣ ፕሮግራሞችን ወይም ሌላ ነገሮችን በመውሰድ?

መልስ:- በርግጠኝነት አለ፤ ከኛም ይሄዳል ወደኛም ይመጣል። ይህ በሌሎችም ኢንደስትሪዎች ያለ ነው። የኢትዮጵያ አየር መንገድን እንደ ምሳሌ ውሰድ፤ ልክ እንደ ለአመታት የሰለጠነ ባለሙያ ሄዶ ሌሎችን እንደሚቀላቀለው ነው። አቀራረባችንም (format) ተመሳሳይ ነው። እኔ ብቻ ነኝ ለየት ያለ አቀራረብ ያመጣሁት “በእግር ኳስን በፊደሎ ተመልከቱ”።

ጥያቄ:- ይህንን በተመለከተ፤ ሚዲያውን ለኳስ ብቻ ትጠቀማለህ ለሚለው ትችት ምን ምላሽ ትሰጣለህ?

መልስ:- ኳስ ያለው ቅዳሜ እና እሁድ ብቻ ነው፤ እነዚህ ቀናት ደግሞ ለሰዎች የመዝናኛ ቀናት ናቸው። ስለዚህ ከሌላ ሚዲያዎች ላይ ሌሎች ፕሮግራሞችን ይወስዳሉ ከኛ ደግሞ ኳስ ይወስዳሉ። እኛ መጀመሪያ “መሴ ሪሶርት” ያዘጋጀነው የመዝናኛውን ዘርፍ ለማጠናከር ነበር። በዚህ ፕሮግራም ላይ ኳስ እንዲወራ አልፏልግም። በቀኑ የተካሄዱ የኢትዮጵያ ፕሪምየም ሊግ ጨዋታዎች ላይ ብቻ ነው መረጃ የምንሰጠው፤ ግን ከሌሎች የእግር ኳስ ፕሮግራም ጋር እንዲደራረብ አንፈልግም። ሰኞ በሁሉም የሬድዮ ጣቢያዎች ከመደበኛ የስፖርት ፕሮግራሞች ውጪ ሌላ ምንም ነገር የለም ማለት እንችላለን። እንደምሳሌ “1987” የተባለውን የዳግማዊ ነቃጥበብ ፕሮግራም ብንወስድ የሚሰብከው የኢትዮጵያን እሴቶች ነው። እንደ “ንቁ”፣ “እንዳልከና ማህደር” እና “ከሰፈር እስከ ጠፈር” ያሉ ሌሎችን ፕሮግራሞችን ብንወስድ የስፖርት ይዘቶችን አያካትቱም። ገባህ፣ እነዚህ አስተያየቶች የሚሰነዘሩት ኤሊዋን ከድንጋዩ መለየት ከማይችሉ ሰዎች ነው።

ጥያቄ:- በኳስ ሜዳ አሁን የሚታየው ቀውስ ወይም ረብሻ ላይ ያለው አስተያየት በሚዲያዎች ከፍተኛ ቅስቀሳ ውጤት ነው የሚል ነው፣ ይህንን እንዴት ትመለከተዋለህ?

መልስ:- የፖለቲካው ሁኔታ ውጤት ነው፣ ከኳስ ሜዳው ውጪ። ኳስ እንኳን ደም ላብ አያፈስም። በኳስ ፌዴሬሽን ያለው አስተዳደሮች ስራቸውን እየሰሩ አይደለም፣ የግል ጥቅማቸውን ከማሳደድ በስተቀር። አስተዳደሩን ስንመለከታው ፓስፖርታቸውን process ከማድረግ እና visa ውጪ አገር ለመሄድ ካልሆነ በስተቀር ምንም አይሰሩም።

ጥያቄ:- ይህንን የወረደ እና ስነምግባር የነደለው ጉዳይ ላይ ዘግባችሁ ለምን አታጋልጧቸውም?

መልስ:- ዘግብንዋል! ሰለዘገብንም ጠላቶች አፍርተናል። በተወዳዳሪ FM የሬድዮ ጣቢያዎች ጦርነት ተከፍቶብናል። ለስፖርቱ መጨነቃችንን ስላሳየን የፖለቲካል አጀንዳ አላችሁ በመባል ተተችተናል። በአለም አቀፍ ደረጃ ስፖርት ያገኘውን ወንድማማችነት እንሰብካለን። ስናሸንፍ የምንደሰተው እኛ ነን፣ ስንሸንፍ የምናፍረውም እኛ ነን።

ጥያቄ:- የሬድዮ ጣቢያችሁ ተደራሽነር ሽፋን ምን ያህል ነው? እባክህን፣ ይህንን ፕሮግራማችሁ በENN ቴሌቪዥን ጣቢያ ከመተላለፉ እውነታ ጋር በማዛመድ ግለፅልኝ።

መልስ:- FM አች 100 KM ራዲየስ እንዲሸፍኑ ነው የሚጠበቀው። ከENN ጋር ያለን ግንኙነት እንደ ማራዘም “extension” ነው። ከፋና FM ጋር በምንሰራበት ወቅት ሰፊ የአድማጭ ሽፋን ማግኘት ችለን ነበር፤ የሄም የሆነበት ምክንያት ፋና ብዙ አማራጮች በየክልሉ ስላለው ነው። የራሳችንን የሬድዮ ጣቢያ ስንከፍት የነበሩንን አድማጮች ማግኘት አልቻልንም፤ ስለዚህ ከENN አስተዳደሮች ጋር በመነጋገር ለአድማጮችን ጥያቄ ምላሽ መስጠት ችለናል። በተጨማሪም በአለም ዙሪያ በዌብሳይት፣ ሞባይል App. እና ሳተላይት ሬድዮ መገኘት እንችላለን። የሳተላይት ሬድዮ የሚጠቀም የመጀመሪያው የግል ሬድዮ ጣቢያ ነን።

ጥያቄ:- ምን ወይም ማን ነው የመረጃ ምንጫችሁ? በዜና እና በፕሮግራሞቻችሁ ላይ ማህበራዊ እና ፖለቲካዊ ጉዳዮችን ትዘግባላችሁ?

መልስ:- በዚህ በቴክኖሎጂ በዘመነ ዓለም፤ መረጃ ከብርሃን በፈጠነበት አለም መረጃ እንቀበላለን እናቀብላለን። የውጭ ዜናን እኔ አዚሁ ሆኜ ዘገብኩት አልልም። የሃገር ውስጥ ዜናን በተመለከተ ሁለት ዓይነት መንገዶችን እንከተላለን። አንደኛው የብስራት ጋዜጠኞች በእቅድ የሚሰሩ ነው። የ “ትራፊክ አደጋን” “የስንዴ ዋጋ ለምን” “በጊዮን ሆቴል የመዋኛ

ስፍራ አደጋ ደረሰ” “በከረምት በሃና ማርያም ሰፈር ቤቶች ፈረሱ” የሚሉ ጥቆማዎች ሲደርጉ እና መሰል ሁኔታዎችን እቅድ ተይዞ የሚመለከት ሁሉንም ወገን አነጋግረን በእለተ አርብ የምንዘግብበት ሁኔታ ነው ያለው። የማህበረሰቡ ብሶትና ቅሬታ የሚገለጸው በጋዜጠኛው እንደመሆኑ መጠን በዜናዎቻችንም በፕሮግራማችን እናካትታለን። የውጭ ሃገር ዜናን ብነመለከት ዜናዎቹ ከኢትዮጵያ አንጻር ምን አንድምታ አላቸው ከሚልም ጭምር ነው።

ከመንግስት በስማችን በፊርማ የሚላኩትን የህዝብ ግንኙነት ዜናዎች እናቀርባለን። ሆኖም ግን እነዚህ በጣም ትንሽ ናቸው። የሚበዙት ዜናዎቻችን በእቅድ የሚሰሩት ናቸው። የህዝብ ግንኙነት ዜናዎችን ብቻ የምናቀርብ ከሆነ በሂደት ዜናውን ይጎዳል። ነገር ግን በምንሰራቸው ዘገባዎች ላይ ሚዛናዊ ለመሆን ሁሌም እንረገጥለን።

ጥያቄ:- የራሳችሁንም ሆነ ከተባባሪ አካለት ጋር የምትሰሯቸውን ፕሮግራሞች ከይዘት አንጻር ምን ያህል ጥንካሬ እንዳላቸው ትገመግማላችሁ? ይህን የተፈጠረውን እድልስ ተጠቅማችሁ ማህበረሰቡንስ እንዴት ማገልገል አለብን ትላለህ?

መልስ:- እንገመግማለን። ነገር ግን የሁሉም የእውቀትና የግንዛቤ ደረጃ ይለያያል። እኛም ምን ያህል ሶፍት ነን ብንልም የህብረተሰቡን ችግር ለማሳየት “ህጻናት ማስቲሽ እየሳቡ” እያየን በዜናችንም በፕሮግራማችን “በመሴ ሪዘርት” በመሳሰሉ ፕሮግራሞቻችን ሳንዘግብ አናልፍም። አንድ ነገር ግን እንዳንዘነጋ ሚዲያው ያስተምራል፤ መረጃዎችን ያቀብላል እንጂ “እጅ ጠምዘዞ ማስፈጸም ላይ ጉልበት የለውም። እንደ ሌሎች ሃገራት እዚህ ድረስ አልደረሰንም።

ጋዜጠኛው ይጮኃል... ለምሳሌ ስፖርቱ ለመጮህ ይመቻል ... ፌዴሬሽንን በተመለከተ በሰራው ስራ ምን አገኘን? ውግዘትና በጋዜጠኞቻችን ላይ የስም ማጥፋት ዘመቻ ነው ያገኘን።

“ኢትዮጵያኖች ኩሩ ህዝቦች ነን፤ አሜሪካ ሳትመሰረት ኢትዮጵያኖች የአክሱምን፤ የላሊበላን ሐውልት በመቅረጽ ጥበብን ለዓለም አሳይተናል፤ ሬድዮ ጣብያችን የቱንም ያህል ሶፍት ቢሆን የህብረተሰቡን ችግር በመቅረፍ በኩል... ኢትዮጵያ አንድ ናት የተገመድንበት ገመድ ቋጠረው የማይላላ ነው። እኔም በሬድዮኔ እለዋለሁ ኢትዮጵያዊነት ከሁሉም በላይ ነው ... ትናንት ትልቅ ነበርን ዛሬም ትልቅ እንሆናል፤ ገና እንዘምራለን።

- የማስታወቂያ ህጉ በግልጽ እንደሚደነግገው በዜና መሃል ማስታወቂያ እየገባ እንቅፋት መሆን እንደሌለበት ያስቀምጣል። ነገር ግን አብዛኞቹ ጣቢያዎች ይህን የህግ ድንጋጌ ለማለፍ በዜና ሳይሆን በፕሮግራም መልክ በተቀረፀ 'ፎርማት' (መቶ ሃያ፣ ዘጠና ደቂቃ በማለት) የተላያዩ ይዘት ያላቸውን ዝግጅቶች ከማስታወቂያ ጋር አጣምረው ያስተላልፉበታል። በዚህ ፎርማት (Hardnews, softnews and human interest, sport news) እና መሰል ጉዳዮች የታጨቁ ዝግጅቶች ይቀርቡበታል። ለምሳሌ በማስታወቂያ ህጉ መሰረት ሸገር በቀትር የዜና እወጃ ፕሮግራሙ ከፖለቲካዊ ዜናው ወደ ቢዝነስ ዜናው ሲሸጋገር ማስታወቂያ ማቅረብ ይችላል። ይህን ሊፈቅድለት ይችላል።
- ብስራትን ስንመለከት ምንጭ አለመጥቀስ፣ ስፖርት ላይ ማተኮሩ፣ ማህበረሰቡን ያማከለ ይዘት ያላቸው ፕሮግራሞችን አለማካቱ፣ ለሃገር ውስጥ አካባቢያዊና ጉዳይ፣ የአቅም የሙያተኛ እጥረት፣ የአመራር (ድርጅቱን) የመምራት አቅም አለመኖር፣ በዋነኛነት የሚታዩ ችግር ናቸው።
- የባለስልጣን መስሪያ ቤቱ የራሱ የሆነ ድክመት አለበት፣ በአመት አንዴ አጠቃላይ የኢንሰፔክትሽን ስራ ከመስራት ባለፈ የሚደፍ ድርጅቱ ፈቃድ ሲወስድ የገባውን ቃል ምንደህል እየፈጸመ ነው ለሚለው በተለይም ከጋዜጠኝነት አንጻር የጎላ እንቅስቃሴ እያደረገ አይደለም።
- ምርቶቻቸውን ሚዲያውን ተጠቅመው የሚያስተዋውቁት የማስታወቂያ ባለቤቶቹም ቢሆኑ በየትኛው ሚዲያ ላይ በየትኛው ፕሮግራም ላይ ቢያስተዋውቁ የበለጠ ተጠቃሚ እንደሚሆኑ በእውቀት ላይ ተመስርተው ከማን ጋር መስራት እንዳለባቸው የሚያውቁ አይመስልም።

APPENDIX I: The Amharic Version of Sheger FM 101.1 Radio station programs manager Interviews.

ከአቶ ግረማ ፍስሃ የሸገር ሬድዮ ጣቢያ የፕሮግራም ዲያሬክተር ጋር የተደረገ ቃለ መጠይቅ

ጥያቄ: ይህ ሬዲዮ ጣቢያ ለምን እና እንዴት ተመሰረተ?

መልስ: ይህ ሬዲዮ ጣቢያ የተከፈተው ለሬዲዮ ፍቅር ባላቸው ወይም በሰሩ ሁለት ባለሞያዎች የመዘናኛ፣ የኢድሚዮም አማራጭ ሆኖ ለመቅረብ ስለተፈለገ፤ አንድም አማራጭ ሆኖ የመቅረብ፣ ሁለትም ሙያው ላይ ያሉ ስለሆነ፤ ይኼንን ይበልጥ ሙያውን፣ ያለውን ሰፊ አድርጎ ለማድረግ ታስቦ የተከፈተ ሬዲዮ ጣቢያ ነው።

ጥያቄ: ከላይ አንተም የሬዲዮ ጣቢያው ለኢድሚዮም እንደ አማራጭ ሆኖ ለማገልገል ይህ ሬዲዮ ጣቢያ እንደተመሰረተ ጠቅሰሃል፤ እንደመጀመሪያ የግል ሬዲዮ ጣቢያነቱ ሸገር ይህን ተወጥቷል ብላችሁ ታስባላችሁ?

መልስ: የዛሬ አስር ዓመት ሥራ ስንጀምር ሁለት ሆነን ነበር የጀመርንነው። ከዚያ በፊት የነበረው አንድ ለእናቱ የሆነው የኢትዮጵያ ሬዲዮ ብቻ ነበር። በፊት በአንድ ቦታ ላይ ብቻ ለነበረው የኢድሚዮም ትኩረት እኛ እንደ አንድ አማራጭ ሆነን መጥተናል ማለት ነው። ሁለተኛ አዎ ተወጥተናል፤ የዜና አቀራረባችንም ሆነ የፕሮግራሞቻችን ይዘቶች አሰልፎ እንዳይሆኑ ከተለመደው ወጣ ባለ መልኩ ለማድረግ ጥረት ተደረጓል። ዜናዎቹም ከቋንቋ አጠቃቀም ጀምሮ ጥንቃቄ በማድረግ፣ ለይዘት ተጠቦ ለአዳዲስ ሞያተኞች ስልጠና በመስጠት ለወጥ ያለ አቀራረብ ለማድረግ ጥረት ተደርጓል።

ጥያቄ: የግል ሬዲዮ ጣቢያዎች በገበያ ተጽዕኖ ስር ወድቀዋል የሚለውን አስተያየት እንዴት ትመለከተዋለህ?

መልስ: ይህ ሬዲዮ ጣቢያ የግል እንደመሆኑ መጠን፣ በማንም አይደሉም፤ ማንም ምንም አይጨምርለትም፤ በሰራው ልክ ነው የሚያድገው። ሸገር አላማው አድርጎ የያዘው “ጥሩ ስራዎች ከተሰሩ፣ የገቢ ምንጩም በዚያው ልክ ያድጋል” የሚል ነው። በመጀመሪያ ጥሩ ፕሮግራም ይቅደምና ... ገበያችን በማስታወቂያ ስለሆነ ... የማስታወቂያ ባለቤቶቹ ራሳቸው ይማጣሉ፣ የሚል ነው እምነታችን። የማርኬቲንግ ስራተኞቻችን ከቢሮ የሚወጡ ዓይደሉም። እኛ የምናተኩረው ጥሩ ፕሮግራም በመስራት ላይ ነው፣ ይህን ስንተገብር ገበያውን የሚፈልጉ ራሳቸው መጥተው ይገዙታል ነው። በአስር አመት ሂደታችን ይህን ስናደርግ ነው የቆየነው።

ጥያቄ: ስለዚህ “የገበያ ተጽዕኖ የለብንም” እያልክኝ ነው?

መልስ: በጭራሽ! አንደውም በሸገር ውስጥ አንድ እምነት አለ፤ ይኸውም እኛ በሁሉም ነገር ላይ መሳተፍ የለብንም። ማስታወቂያን ለማስታወቂያ ስራተኛ በመተው እኛ እንደሬዲዮ ጣቢያነታችን የጋዜጠኝነት ተግባራችንን መወጣት ነው ያለብን ብለን እናምናለን።

ሸገር ቀደም ብዬ እንደገለጽኩልህ በሚዲያ ባለሙያዎች የሚመራ ተቋም ነው። በዚህ ራዲዮ ጣቢያ ከሙያ ውጪ የሚመራ ማንም የለም። ሐሉም የራሱ ድርሻ አለው። ቴክኒኩም፣ አስተዳደሩም የሚመራው በሙያው ላይ እውቀት ባካበቱ ባለሙያዎች ነው። ውጤታም የምትሆነውም ሆነ ጥሩ መሪ የምታገኘው በዚህ መልኩ ነው።

ማህበራዊ ግዴታችሁን ተወጥተናል ብላችሁ ታስባላችሁ ወይ ላልከው ... ሕጻናት ሲጠፉ፣ ሴቶች፣ የዓለም ህመማንን በተመለከተ ያፋልጉኝ እንዲሁም አድማጭን ይጠቅማሉ ተብለው የሚታሰቡ ማስታወቂያዎች ማስታወቂያዎችን የምንሰራው ያለክፍያ ነው። የምናቀርባቸው ዝግጅቶች ሁልጊዜ ማህበራዊ ኃላፊነትን የሚወጡ ናቸው። ያም ማለት ምንድን ነው... መዝናኛውም ይሁን ሀገራዊ ጉዳዮች ሲሆኑ የምንሰራበት አንግል...ሰራው ማህበረሰቡን የሚነካ ነገር ነው። ለምሳሌ ከፕሮግራም ባሻገር ዜናዎችን ስንሰራ... “የገንዘብ፣ ኢኮኖሚ ልማትና ትብብር ሚኒስቴር አርባ ሰዎች አሰለጠንኩ አለ”፤ የሚል ዜና ሸገር ላይ አትሰማም። ሰልጣኞቹ ላይ ትኩረት በማድረግ ማናቸው፣ ትርፋቸው ምንድን ነው? በማለት ሚዛናዊ የሆነ ዜና ነው የምንሰራው። ሁልጊዜ ትኩረታችን ህዝቡ ነው ላይ ነው። ስለዚህ ሸገር እያንዳንዱን ትኩረት የሚያደርገው ማህበረሰቡ ላይ ነው ማለት ነው። ለብዙሃኑ ይወግናል ማለት ነው።

ጥያቄ: የህዝብ ግንኙነት ዜና ታብዛላችሁ፤ የሚል ወቀሳ ይሰነዘርባችኋል፤ ይህንን እንዴት ታየዋለህ?

መልስ: እኛ ጋር እንደዚህ ዓይነት ዜና ይበዛል ለማለት እችላለሁ። በርግጥ ከዚያ ወገን በርካታ ዜናዎች ይመጣሉ። ነገር ግን የትራፊክ አደጋ ዜናዎች ሲደርሱን እዚያው ቦታው ድረስ ከማየት ከመዘገብ በማለት እንዳለ እንዘግባለን።

ጥያቄ: ነገር ግን የዚህ የኮሚሽኖች ስልጣን አንዱ ተጽዕኖ ወጪን ለመቀነስ በሚል የባለሙያን ቁጥር መቀነስና የህዝብ ግንኙነት ዜናዎችን መጠቀም የሴክተሩ መገላጫ አድርገው ባለሙያዎች ይናገራሉ።

መልስ: ሸገር የንግድ ፊደሉ ጣቢያ ቢሆንም ባለን የሰው ኃይል ሁሉ ነው እንጠቀማለን። ከህዝብ ግንኙነት የሚመጡትን ዜናዎች ቢያንስ ከዚህ ከቢሮ ሆነን ስልክ በመጠቀም ሚዛናዊ የሆነ ስራ ለመስራት እንሞክራለን። ባላንስ መደረግ የሚገባቸው ጉዳዮች ቢሆኑም ነገር ግን አፋጣኝ ጉዳዮች ከሆኑ ዋቢ አድርገን ዜናውን እንሰራለን።

ጥያቄ: ይህን በተመለከተ ባለፉት ጊዜያት በተፈጠረው ሁኔታ “ዜናውን” ብታገኙት እንኳ ባላንስ ለማድረግ በሚል የተለያዩ የመንግስት ኃላፊዎችን መረጃ ጠይቃችሁ ባታገኙ ዜናውን ከማስተላለፍ ትቆጠባላችሁ ይባላል።

መልስ: የሚዲያው ነጻነት እንዳለ ሆኖ፣ ሸገር የሃገሪቱንም ሆነ የብሮድካስቲካ ህጉን ጠብቆ መስራት አለበት። ያም ሆኖ በተዘዋዋሪም ቢሁን ጉዳዩን መንገድ ለመስራት እንሞክራለን። እንደምታውቀው ብዙ ቦታ ክፍት አይደለም። የብሮድካስቲካ መስሪያ ቤቱንም በጉዳዩ ላይ ጠይቀናል ምላሽ ባይኖረውም። እነዚህ ጉዳዮች እኛንም ያስቆሙናል፤ ያልተጨበጠ ነገር ካማውራት በማለት ዝም ያስብሉናል። ይህ እንዳለ ሆኖ በጊዜው የተፈጠረውን ነገር ዘግባለን። እንደጋዜጠኛ ያየውን ይዘግባል “ወሬ” አድርገን አቅርባለን፤ በሸገር ካሬ፣ በአንዳንድ ነገሮች ፕሮግራም ላይ ተሰርተዋል።

ጥያቄ: በማህበራዊ ድረገጻችሁ ላይ የሚሰጡት አስተያየቶች ግን ይህን የምትለኝን የሚገዳደሩ ናቸው፤ ምናልባት የተለያዩ ሀገች ገድቦቻችሁ ይህን ለማለት ይቻላል

መልስ: መገደብ ዓይደለም፤ ጥንቃቄም የማድረግ ያህል ነው። ነገር ግን ደፋርና ጨዋ ሆነን ለመስራት ሁሉም እንተጋለን። አንዳንድ ጊዜ ሁሉም ጋዜጠኞች ወጥ የሆነ ስራ እንዲሰሩ አይጠበቅም። ወጣቶቹ ከልምድ ማነስ የተነሳ እንደምክንያትነት ካልተነሳ በስተቀር ኢዲዮሪያል ፖሊሲያችንም የሚያስፈራ የሚገድብ አይደለም። ነገር ግን አድማጭን የማይመጥን ነገር እንዲተላለፍ አይፈቅድም።

ጥያቄ: የባለቤት ተጽዕኖ አለ ብለህ ታመምናለህ፤ የመስራት ነጻነቱ እስከምን ድረስ ነው?

መልስ: በፍጹም የለም! እኔ ለምሳሌ የፕሮግራም ክፍል ኃላፊ ነኝ፤ እኔም አቅዳለሁ ፕሮግራም አሰራሪው፤ ይዘቱ እስከታመነበት ድረስ ማንም እጁን አያስገባም። ባለቤቶቹ ተፈሪ እና መዓዛ ይባሉ እንጂ ዋናው ስራ ነው። እኔም እዚህ ጋር የተቀመጥኩት እንደባለሙያ እንጂ የድርጅቱን ጥቅም ብቻ ለማስጠበቅ ብቻ አይደለም።

ጥያቄ: ሸገር ኤፍ ኤም ፊድዮ ጣቢያ የሚያስተላልፋቸውን ፕሮግራሞች ከይዘት አንጻር እንዴት ትመላክታቸዋለህ? ባለስልጣኑ “ይዘትን” በተመለከተ ያወጣቸውን መስፈርቶች ተመርኩዘህ ብትመልስልኝ።

መልስ: ሸገር ፊድዮ ጣቢያ እንደኮሚርሻል ፊድዮ ጣቢያነቱ ማስታወቂያን ሊያመጡ (ሊያስገኙ) የሚችሉ ፕሮግራሞችን ያቀርባል። ነገር ግን ይዘታቸውን ስንመዘን፤ በዜና ዘገባቸው ሃርድ ኒውስ የምንላቸው፤ ጠንከር ያሉ ፖሊቲካዊ ጉዳዮች የሚነሱባቸው ሰዓታቶች (ፕሮግራሞች) አሉባቸው። ለምሳሌ ሸገር ካፌን ብወስድ ባንጻራዊነት የተሻለ ትንተና በማለሙያ የሚቀርብበት ፕሮግራም ነው። በዜናቸውም ከጠዋቱ 12:30 እስከ 2:30 ባለው የሸገር ማለዳ ላይ አካባቢያዊ፣ ሀገራዊ፣ አህጉራዊና አለማቀፋዊ ጉዳዮችን ባንጻራዊነት ከሌሎች ሚዲያዎች በተሻለ ሁኔታ ይቀርብበታል። ዘወትር በየእለቱ የሚቀርቡት የ 6 ሰዓትና የምሽት ዜናዎች ከፕሮጀክት (ታስቦባቸው ከሚሰሩ) ዜናነት ይልቅ “ኢቬንት”(ታቅዶ ታልሞ የሚሰሩ ባይሆኑም) ተኮር ቢሆኑም ሰዓታቸውን ጠብቀው ይቀርባሉ። በርግጥ ከማለዳ ዜናዎቻችን ጋር ሲመዘኑ እንዳልከው ቅሬታ ሊያስነሱ ይችላሉ። እኛም ይህን ለመለወጥ ራሳችን በሰው ኃይል በማድረግ ላይ ነን።

ጥያቄ: የማለዳ ዜናችሁ ከይዘት አንጻር ጥሩ ቢሆንም ነገር ግን ማስታወቂያ ይበዛበታል፤ ሰአቱ የተጣበበ ነው፤ የሚሉ ቅሬታዎች ይነሳሉና ይህን እንዴት ትመለከተዋለህ?

መልስ: አዎ በዚህ እስማማለሁ፤ የማስታወቂያ ድርጅቶች ይህን ጊዜ ይመርጡታል፤ እኛም እንቀበላለን። ምክንያቱም እንደ ንግድ ድርጅትነታችን ራሳችንን ለማቆየት የግድ መቀበል አለብን። ነገር ግና ትርፍ ለማጋበስ ብቻ አይደለም። ለማህበረሰቡም ያለን ፍቅር እንጂ። በሌላ በኩል የማለዳ ዜናችንን ከ12:30 ወደ 12 ሰዓት ለመለወጥ በዝግጅት ላይ ነን። ለምን የነበረንን ስምና ዝና ጠብቀን መቆየት አለብን። ለዚህ ደግሞ የባለቤቶቹ በትምህርትና በልምድ የበለጸጉ መሆን ከፍተኛ አስተዋጽኦ አድርጓል።

ጥያቄ: በፊድዮ ጣቢያዎች መካከል የርስ በርስ ፉክክር አለ ብለህ ታስባለህ፤ ካለስ እንዴት ትገልጻለህ?

መልስ: ፉክክር ስለመኖሩ ምንም ጥርጥር የለውም። ነገር ግን ይህን ፉክክር ሰላማዊና ጤናማ እስከሆነ ድረስ ሁላችንንም ያጠነክረናል የሚል እምነት ነው ያለኝ።

ጥያቄ: እናንተ ዋናኛ መርሃችን ኢንፎቴይንመንት “እያዝናኑ መረጃን መስጠት ነው” ብላችኋል፤ እዚያው ላይ ጠንካራ የጋዜጠኝነት መርህን መከተል ትላላችሁ፤ ይህ ነገር ጋር አይጋጭም ትላህ?

መልስ: አሁን ባለው ሁኔታ የምንመራው በማዝናናቱና መረጃ በመስጠቱ ላይ ነው አተኩረን እየሰራን ነው። ማስተማር የሚለው ነገር ባለው ሁኔታ ያስፈራል፤ ጥያቄም ሊያስነሳ የሚችል ጉዳይ ነው። እኛ ግን ዋናው አላማችን- ጠንካራ ብለን ስንል የጋዜጠኝነት ስነምግባርን በተከተለ ሁኔታ ትክክለኛና ወቅታዊ መረጃን ላድማጩ ከማድረስ አንጻር ታሳቢ በማድረግ ነው።

ጥያቄ: የምሳ ሰአትና የምሽት ዜጃዎቻችሁ ከማለዳው ጋር ሲተያይ በይዘትም ሆነ ባቀራረብ የወረደ ነው ይባላል፤ ይህንን እንዴት ትመለከተዋለህ?

መልስ: ይህን የምንስማማበት ነው። ነገር ግን በቅርቡ ለማስተካከል በዝግጅት ላይ ነን።

ጥያቄ: ከተባባሪ አካላት ጋር ስትሰሩ መቅረብ ስለሚገባው ፕሮግራም የምታስቀምጡት መስፈርት ካለስ መስፈርታችሁ ምንድን ነው? አለ፤ የተለየ ሰአት ለነሱ ተብሎ ይቀመጣል?

መልስ: ሬድዮ ጣብያው እንዲቆይ ትርፍ ያስፈልገዋል፤ ነገር ግን ትርፍ ለማግኘት በሚል ብቻ ለነሱ የተለየ የጊዜ ገደብ አይመቻችላቸውም።

ጥያቄ: በሬድዮ ጣብያው በራሱ ከሚዘጋጁት ፕሮግራሞች የትኛው ማህበረሰቡን ያማከለ፤ ጠቃሚ ነው ብለህ ታስባለህ?

መልስ: እንደሚታወቀው ዘወትር ለአስር ደቂቃ ማህበረሰቡ ጤንነቱን እንዲጠብቅ የሃኪሞች ምክር የሚሰጥበት ፕሮግራም አለን። እርዳታ ለሚፈልጉ በነጻ የማስታወቂያ ሽፋን ከምንሰጣቸው በተጨማሪ፤ በወቅታዊ ጉዳይ ላይ ያተኮሩት “አንዳንድ ነገሮች”፣ የቅዳሜ ጨዋታ” እና “ሸገር ሼልፍን” መጥቀስ ይቻላል።

ጥያቄ: በሬድዮ ጣብያው ከሚቀርቡት ፕሮግራሞች “911” እና ከ “VOA” በቀጥታ የሚቀርቡት ፕሮግራሞች ሰዓት መሙያ ናቸው የሚል ትችት ይቀርባቸዋል።

መልስ: አይደለም እነዚህ ፕሮግራሞች አጥብቆ የሚፈልጋቸው አለ፤ ስለዚህ የነዚህን አድማጮች ፍላጎት ለማሟላት የሚቀርቡ ፕሮግራሞች ናቸው።

ጥያቄ: በአሁኑ ወቅት የግሉ/ ንግዱ ሚዲያ በምን መልኩ እየተንቀሳቀሰ ነው፤ ብለህ ታስባለህ? እንደ አማራጭ ሬድዮ ጣብያስ እንዴት ትመለከተዋለህ?

መልስ: እንደ አማራጭ ራሳችንን ለመውሰድ ገና ነን... ምንም እንኳን የግሉ የሬድዮ አቅም ቢኖረውም አሁንም ግን ይህን አቅሙን ከባለሙያ አንጻር እየተወጣ ነው ብዬ አላስብም። ነገር ግን ወደፊት የተሻለ የፕሮግራም ይዘት ይዞ በመቅረብ በማህበረሰቡ ዘንድ ተመራጭ ለመሆኑ መጣር ግዴታ ነው ብዬ አስባለሁ።