



**A COMPARATIVE ANALYSIS OF NIGHT AMHARIC
PRIME TIME LOCAL NEWS PROGRAMMING
PROCESS: EBC AND FBC IN FOCUS.**

BY

WONDWOSEN AKALE MULATIE:

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**A Comparative Analysis of Night Amharic Prime Time
Local News Programming process: EBC and FBC in focus.**

By

Wondwosen Akale Mulatie

Advisor: Tenaw Terefe /Asst. Prof. /

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Addis Ababa

ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE

This is to certify that the thesis prepared by Wondwosen Akale entitled: A Comparative Analysis of Night Amharic Prime Time Local News Programming Process: EBC and FBC in focus: and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communications stream with the regulations of the university and meets the accepted standards with respect to originality and quality.

Signed by the examining committee:

Examiner _____ sig. _____ Date _____

Examiner _____ sig. _____ Date _____

Advisor _____ sig. _____ Date _____

Chair of Graduate Coordinator

DECLARATION

I, unmarked, understand that this paper is my first work and that the sources of all materials used for the thesis have been duly acknowledged.

Name: Wondwosen Akale

Signature: _____

Email: wondwosenakale2015@gmail.com

Date of Submission: January, 2021

Place of submission: Addis Ababa, Ethiopia

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Abstract

The EBC and FBC TVs night Amharic prime time news programming process comparison analysis is the overall purpose of this study. The study focuses mainly on the night Amharic prime time news programming process, news categories and news casting model. The study was conducted using both quantitative and qualitative research methods with descriptive research designs, in which document analysis, observation and in-depth interviews were employed. EBC and FBC have implemented the night Amharic prime time news programming with respect audience interest, rules and regulations of the media and laws issued recently. At the prime time news categories EBC, data from observations and interviews shows that national news were given more emphasis or aired continuously; issue-oriented news was aired at a very low level. On the other hand, FBC aired national news and promotion continuously and occasionally reported low-level news on issue-oriented news. The FBC gave more emphasis or always uses promotions in the middle of the news, and the EBC only aired on very limited days. So, the main variation here is that EBC basically concentrated public issues and events but FBC focused on both public and advertiser issues and events. In terms of news casting model EBC is primarily implementing and prioritizing both the geographical and significance news casting model, while FBC is following the significant news casting model.

List of Abbreviations

EBC: Ethiopian Broadcasting Corporation

FBC: Fana Broadcasting Corporate

ETV: Ethiopian Television

TV: Television

AAU: Addis Ababa University

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Television news programs is the backbone of all television networks, whether private or government. A television program is a segment of content intended for broadcast on television. Broadcast programming is the practice of organizing and scheduling of broadcast media shows, typically television, in a daily, weekly, monthly, quarterly or season-long schedule. There are always a programming plan and daily programming. According to this, main emphasis or theme of the program, length of the program, broadcasting time slots, genre and number of series, genre and number of single programs considered for the programming plan.

Therefore, television scheduling strategies are employed to give programs the best possible chance of attracting and retaining an audience. They are used to deliver programs to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective. (Ellis, 2000)

Effective television programming plays an important role in commercial viability of the channel, television viewing habits, audience taste etc. It even has a direct impact on day to day habits of individuals resulting into large scale social implications.

As it is possible to see from the above discussion, television programming also varies from station to station. Most local programming consists of news, sports, children programming, public affairs programs and occasional series or special. In general network affiliates are the most likely stations to have local news, operations although some leading independent stations also provide news. Local television news programming can be expensive to produce, and except in the case of news or sports may not easily attract audiences and advertisers.

As noted by Onabajo (2002) audience research is a specialized branch of broadcasting. Audience research is important to the successful operation of a broadcast media as this will reveal station's share of the broadcast market, rating and reach among other vital information.

Among the television programming, news programming is the one, which has more than half a century ago. Lowell Thomas hosted the first-ever, regularly scheduled news broadcast on television in 1940 which was simply a simulcast of his nightly NBC network radio newscast, with the television broadcast seen only in New York City over pioneer NBC television station WNBT (now WNBC). The television simulcast lasted for only a few months. The first serious attempt at dedicated television news broadcasts in the United States was by CBS. Upon becoming commercial station WCBW (now WCBS-TV) in 1941, the pioneer New York CBS television station broadcast two daily news programs, at 2:30 and 7:30 p.m. weekdays, anchored by most of the newscasts featured Richard Hubbell reading a script with only occasional cutaways to a map or still photograph, Encyclopedia Britannica (2006).

Today, viewers can watch local, regional and national news programming, in many different ways, any time of the day. In this regard, Ethiopian television since its establishment has passed through different news and program formats to disseminate its content to the audience. One of those programming's that have been commonly used in Ethiopian television is prime time news program format because it has been the most commonly used and preferred programming schedule in all known international media today.

In Ethiopian Broadcasting Corporation and Fana Broadcasting Corporation TVs, various studies have been conducted as they have said orally, but in relation to prime time news programming programs there are no studies have gotten by this study researcher as a discussion and review literature. The station has poor trend of conducting audience survey so as to measure its acceptance and service coverage (Abel, 2005). According to Abel almost all Night Amharic programs of EBC (TV) are not touching the needs of audiences. News being one of the major items broadcast during at night; there are claims that the news on EBC does not satisfy audience interest mostly.

Even if EBC is available in the morning from 7:00 am to 9:00 am hello Ethiopia, afternoon from 12:00 am to 2:00 am 4th corner news and at night from 7:00 pm to 8:00 pm and also FBC news which covers from 12:00 am to 7:30 am at the launch time and Fana 90 news show has presented at night from 7:00 pm to 8:30 pm, the night ETV 57 and Fana 90 news show which covers from 7:00 pm to 9:00 pm prime time news program is the focus of this study. Because at this time most of the people have a tendency to watch television after arriving home from work, school, college, universities and so on.

1.2. Statement of the Problem

Television has long been recognized by the public as their most important news source for national and international news and an increasingly significant news source for local and regional news. Television is not simply an important news source to members of the public; it is generally regarded as being a highly credible one. To hold the audience a good programming of news supported by rigorous research data of ratings and audience need research is needed. (Gunter 1997).

Roger D. Wimmer and Joseph R. Dpminick (2006 states that) TV programming research is a broad category that includes testing local news programs, promotional materials used by the stations, entertainment programming, and everything else that might appear on the station. Also, a program element importance research study identifies the specific elements on television that is most important to specific audiences. Station managers use this information to ensure that they are providing what the audience wants particularly in prime time news casting.

As the data stated in the above discussion, broadcast programming remains a key instrument for attracting audience and determining the viability of a TV station. There are some basic programming strategies that are common to television. A station or network must analyze the audiences that are available during a given time of day, examine its own schedule as well as that of the competition, determine the budget and revenues that are available for that time, and-with its ultimate goals in mind-make programming decisions.

In this regard, when we look at the news programming of EBC and FBC, EBC (TV) has the night prime time news casting from 7:00 pm to 9:00 pm, 2 hours coverage called ETV 57 news channel ቁፍ 57 in Amharic language. FBC TV prime time news goes from 7:00 pm to 8:30 pm. This prime time for EBC and FBC TVs are a peak time to transmit current and burning information for the public. News categories and duration of each slot in the total block time of the prime time news.

News programming in its agenda setting power play a great role in creating awareness about any developmental activities of a given country in the hearts and minds of the society. An informed society becomes active participant in social, political and economic activities of its nation. In the case of Ethiopia, EBC has been playing a nationwide role in doing so as explained earlier. EBC basically concentrated public issues and events more than FBC news programming because it is a public media. But if the people are attracted toward the private satellite television (FBC)

programs and fail to attend EBC's news programming, there will be a news programming gap. As a result EBC's objective and other agendas can't be performed effectively the same as FBC. As to this study researcher preliminary and final research presumably the news categorizations, their slotted time and emphasis given to local news casting model at both stations (EBC and FBC) assumes consistency overlaps, apparently people are complaining that some news is too long to watch.

Therefore, the purpose of this study is to analyze and compare whether programming by each station is supported from research data conducted by their respective department so as to get information for programming decisions and see how news categories are featured or organized at each station in the prime time news casting. Finally practical and applicable solutions to the media will be presented based on the findings of the paper.

1.3. General Objective

The Purpose of this study was to analysis comparatively night Amharic prime time local news programming process: EBC and FBC in focus.

1.3.1. Specific Objectives

1. To analyze the features of EBC and FBC TV night Amharic prime time news categories.
2. To assess how the night Amharic prime time news programming implemented.
3. To look into EBC and FBC TV's night Amharic prime time news casting model.

1.4. Research Questions

Considering the detailed objectives of the study, the study tries to find answers to the following basic research questions:

1. What are the features of the news categories of EBC and FBC TVs night Amharic prime time news program?
2. How do EBC and FBC implement the night Amharic prime time news programming?
3. What are the news casting models of EBC and FBC TVs night Amharic prime time news programming?

1.5. Significance of the Study

The study provided an overall presentation of night Amharic prime time news programming implementation in EBC and FBC TV's news and news programs channel. It's already clear the study has its limitations, but with a number of significance towards effective prime time news programming.

Findings and recommendations of the study will be useful for broadcasters; to identify the status of its current television prime time news viewers and program formats with effective implementation. It helps television viewers to get relevant information from prime time news Media's news and news programs. The study also helps the mainstream media and others to implement audience-oriented prime time news programs to address vital social, economic, political and developmental issues for the society. It can also serve as a source material for other researchers.

1.6. Limitations of the Study

This study faced various limitations. Corona virus was a serious obstacle to getting the necessary information from the right person at the right time. The researcher also challenged was the absence of time to get the target Media's managers, editors and programmers, from whom to collect the data from them, as the informants did not have time to make an interview with. As a result, the researcher was forced to make arrangements at different times including weekends. Another challenge was absence of related review materials in the area for reference.

1.7. Scope of the Study

Even though, there are more newly private satellite TV's which are reaching in different languages, because of the researcher financial income and time, this research limited comparative analysis of EBC and FBC TV's programming of night Amharic prime time (7:00pm - 9:00 pm) news programs but no other televisions and programs are included here.

The target groups are EBC and FBC staff members particularly those who work at different positions. In both Media's managers, senior reporters, programmers, anchors and editors are included as target groups of the study.

The researcher used document analysis, in-depth interview and semi-structured observation for an intensive analysis of the primary data to collect the information. It was used both quantitative and qualitative research methods with descriptive research designs. Why the

researcher focused on prime time (7:00 pm – 9:00 pm) news programming, because in this time vital national social, economic, political and developmental issues are being broadcasted in EBC and at the same time FBC TV's are broadcasting news programs. Parallel to these, most of the people have a tendency to watch television after arriving home from work, school, college, universities and so on. Here the researcher specially focused on the three variables /the target media prime time news categories, casting model and programming process/.

1.8. Organization of the Research Report

This research is organized into five chapters. Chapter one has presented the background, statement of the problem, objective of the study, basic research questions, significance of the study, limitation of the study, and scope of the study. Chapter two contains the review of related literature and research related to the problem being investigated. The research design, methods and procedures used to gather data for the study are presented in chapter three. The results of analyses and findings to emerge from the study are contained in chapter four. Chapter five contains a summary of the study findings, conclusions drawn from the findings, and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Introduction

This chapter is dedicated to the presentation of literature review that relates the concept of television programming of prime time news media in Ethiopia and it also discussed the experience, meaning of news and program. It also attempted to assess FBC programming of prime time news channel comparing with state news media /EBC/. Theoretical argument of agenda setting and social responsibility theories are used as the theoretical underpinnings within which this research is framed.

2.1. What Is News?

According to Melvin Mencher (1994) news is information that people need to make sound decision about their lives or this information about a break from the normal flow of event.

Similarly N-Cpant and Jintender Kumar (1995:126) define newspaper or other periodicals it may be defined as any accurate fact or idea that will interest any sandy accurate fact or idea that will interest many readers.

According to EBC (2015), news for EBC is a report which; consists, fresh activities, events and situations based on factual data; include the activity of creating a society who can actively participates based on accurate information; show the inclusive efforts and results that undergo to score radical social changes and growth and to build peace, development, democracy and good governance; consists, efforts and successes which undergo to create national consensus and to strength mutually benefited continental and international relations and identify problems and recommend possible solutions.

From the above definition, news is a report which consists of current information basically important to facilitate development, peace, democracy and good governance of a nation in the hands and mind of well-informed society. The definition of EBC, obviously, give focuses on the newness and its accuracy of the information, but it does not show how it interests the audience which the rest scholars give attention in their definition. News for the above scholars is a report which consists, new information that interests many audiences.

2.2. The Importance of News

Information is a key element at this globalization time. More importantly, current information can enable the society to have good understanding about their world. People prefer news to get current information about their world. People turn overwhelmingly to television for news. Since the early 1960s, people have named television as not only their primary source for news, but also the news medium with the highest credibility (Roper starch Worldwide, 1995).

To show the power of audiences who have an access for current information, (Garrison, 1990) stated as

Those who possess current information control their own destinies and exert considerable power over those who do not possess such information. Individuals who wanted to know about the world around them down the block and in the next galaxy-turn to information providers (news writers).

From the above saying it is possible to understand that news is very important in giving information for individuals. EBC also believe this important. News has strong connection with the day to day activities and life's of a society since it is a source for current information (EBC, 2015).

According to (Garrison, 1990), the role of the information provider is critical today as ever. The work of news writers may have changed over the past 200 years through new technologies and growing societies, but their roles vital to the function of our democracy. Without the necessary information distributed by the news media, residents can't function in their communities as responsible citizens. This is certainly significant at election time. But it is probably more important for the daily bites of information we need to live our lives. This includes news about traffic problems, weather conditions, school programs, health matters, entertainment, and more. Again the cumulative of the above statements denotes the role of the news in creating well informed and nationally active participant citizen. EBC as a nationwide media, also understand this important and stated on its manual as;

News helps to create an informed and powerful society since it gives information which can build tangible power. An informed and powerful society in turn can actively participate with its country developmental activities. As a result, news plays a great role for sustainable development of a given nation (EBC, 2015).

Based on developmental journalism principle, news is important in creating national consensus (Ibid: 18) in a globalized network it also help to strength global competency since it plays a great role in distributing current information.

As it is stated by (Stephens, 1997), for seventeen days, beginning on June 30, 1945, a newspaper strike almost completely shut down the medium most New Yorkers had relied on for most of their news. The sociologist Bernard Berelson studied the reaction to the strike of a sample group of New Yorkers. Some of the victims of the newspaper strike of 1945 quoted by Berelson clearly were expressing more than mere inconvenience or boredom. They were in pain: I am like a fish out of water...I am lost and nervous. I am ashamed to admit it. I feel awfully lost. I like the feeling of being in touch with the world at large. If I don't know what's going on next door, it hurts me. It is like being in jail not to have a paper. You feel put and isolated from the rest of the world. I am suffering seriously! I could not sleep, I missed it so.

On their part ((Holtz-Bacha, 2001) stated as people who habitually watch TV, and especially more public TV news, will gradually come to learn more about current affairs, to be better informed about political issues, and to be more aware of global events. Because of the important information gain from news, people have a master fashion of loving news. From this, audience of EBC (TV) news can have such a love for the news if the station gives adequate information. Keeping in mind of news values and journalistic Ethics, giving adequate and current information in news enables audience to love their station and stay watching it.

According to (Mahilet, 2012) Ethiopian television news gives high coverage for local development news which consists of health, agriculture, investment, education, business, industrial development and many others. But, as it has been stated in the introduction section some Ethiopian television news: Lack fairness and completeness, not well researched and depth report, focus on the positive side of the issue.

2.3. Prime Time News

According to Cambridge English Dictionary prime time in Britain English in television and radio is, the time when the largest number of people are watching or listening. Whereas, prime time in American English, is the period between 8 and 11 at night when the largest number of people are watching television.

Prime time in business English, according to the above dictionary is, communication, marketing in television and radio broadcasting, in time of the day when the largest number of people are watching or listening. The term prime time is often defined in terms of a fixed time period – for example (in the United States), from 19:00 to 22:00 (Central and Mountain Time) or 20:00 to 23:00 (Eastern and Pacific Time). From the above definitions, it is possible to say a prime time in television broadcasting is, a time when many people are available for watching television. This enables the broadcaster to transmit a message for many audiences at a time.

Equally important, getting more audiences help commercial organizations to advert their product for the massive audience and the broadcaster in turn get good advertising fee. In Ethiopia context, particularly for EBC (TV) and FBC (TV), it is possible to say that the prime time is 7:00 pm to 8:00 pm. At this time, the station is broadcasting hard and soft information in magazine format. Daily national and international issues and business and sport information get attention during the coverage. Even, regional television stations are obligated to link and transmit EBC (TV's) news at the same time. This prime time for EBC and FBC TV's is a peak time to transmit current information about the nation and the rest world for the mass audience. This in turn helps the station to accomplish its task of informing, educating and entertaining the society at large.

2.4. Concept of Broadcast Programming

Broadcast programs can be organized either on a daily, weekly, and monthly, quarterly or season-long schedule. According to Wikipedia, (2015) modern broadcasters use broadcast automation otherwise called TV Listing, to regularly change the scheduling of their programs to build an audience for a new show, retain that audience, or compete with other broadcasters' programs. The following are the purpose of organizing broadcast programs: to give programs the best possible chance of attracting and retaining an audience; they are used to delivering programs to audiences when they are most likely to want to watch them; deliver audiences to advertisers in

the composition that makes their advertising most likely to be effective (Ellis 2000:136); and retain audience, and also stay ahead of competitors.

A broadcast station has certain objectives it has set out to achieve. Broadcast stations must work hard to provide programming that audiences want and enjoy (Schroeder, 1992: 68). Onabajo (2002:22) adds that before thinking of how to achieve its objectives in programming, stations must consider the following factors: identify who the target audience members are; identify the programs that could be used to address the audience; and identify the ideal time for the programs to be transmitted.

2.5. Program Scheduling Strategies

Broadcast Programming or scheduling is defined as the practice of arranging television programs on a daily, weekly, or season-long schedule. The practice is used to schedule programs to build an audience for a new show, retain audience, or compete with other stations' programs.

Station schedule program in a particular time for the following reasons: to maximize the size of an audience targeted by advertisers; to attract audience for the program; to give the programs the best chance to survive or be accepted by its target audience; to match programs with target audience available at the time; and deliver audiences to advertisers in the composition that makes their advertisements most likely to be effective (Ellis, 2000).

2.6. Types of Television Programs

In the present globalized world, television is one of the most powerful means of communication tool. Studies indicated that preferring to watch television for news, entertainment, education, culture, weather, sports, and for any other programs are increasing. Watching Television becomes a habit and an inevitable especially for the youth and children (Valkenburg, 2004).

Television broadcast has its own approach to disseminate its content in various ways of news and program formats and names, for instance, news show, news bulletins, news in brief, news program, talk shows, documentaries, musical shows, sports, reality shows, live shows and others, in which viewers enable to select their own interest of channel or program to watch.

These days' news channel television stations are showing lots of content through the above mentioned formats and names of the television program. Presently, discussions and debate programs are experiencing in many television channels around the globe.

This becomes one of the consuming hobbies of people in different parts of the world. Studies also show that watching television shows invite and enjoy many viewers because it is believed to be that it shows cases and relate the views and opinions with their personal and daily life of the society that they obtained from television programs (Livingston, 2002). In addition, these various television programs and genres enable them to learn useful information and experience especially from the elders who are invited in the programs. In general, television programs especially prime time news programs will bring positively among the society and has an ability to capture, seek the attention and interest of the majority (Ibid).

2.7. Types of Program Strategies

Flow/Stacking: according to Vane and Gross (1994:175), is a technique used to develop audience flow by grouping together programs with similar appeals to “sweep” the viewer along from one program to the next. This strategy revolves round audience of broadcast programs; the idea is for audience of a particular program to flow from one program to another. For audience to flow into another program, the station must be ready to schedule its programs with similar appeal together.

Block programming: station schedules programs back-to-back for a period to retain viewership. According to Onabajó (2002:39), scheduling programs in blocks to make audience flow forward to later programs `is not necessarily because of the first program appeal but because the audience wants to see the following program from the beginning. `

Day parting: most talk shows are scheduled for day time this is because they are geared towards a particular demographic group. Most day time news target men, women, youth and singles, the reason for this is that it is the period of time they are available. Thus, day parting involves dividing the day into several parts, and different television programs appropriate for each day part are aired.

2.8. Methods of Measuring Audience

Audience research is important to the successful operation of a broadcast media as this will reveal station’s share of the broadcast market, rating and reach among other vital information. As noted by Onabajó (2002) audience research is a specialized branch of broadcasting. According to him there are two major ways one may carry out audience research, these are quantitative surveys and qualitative surveys.

The quantitative survey sets out to determine how many sets are tuned in to a particular station at various hours throughout each day of the week. It gives statistical information in percentages of sets in use and it indicated the relative popularity of a station and its various programs. On the other hand the qualitative survey, tells something about how a program is being accepted by its audience [p.17].

Another method identified by Onabajo (2002) is the audience letter type of program, which he said could be handled by a leading personality in the station who solicits opinions about programs. According to him these opinions can reveal useful information about the write. Such information includes: Gender, Educational level, Ethnic background and Place of residence etc.

Hausman, Messere, Bennoit and O'Donnell (2010:317) identified the following methods of audience research:

Audience rating: this is a percentage of the total available audience. Hausman et al (2010) added that sometimes, "the number of audience is expressed as just that - a total number, estimated from statistical interpretation of result". Rating is thus a percentage of an available audience. The available audience is, in rating terms, known as a universe.

Share: the share is a percentage of those who are actually listening or viewing. According to them, the share is frequently "broken down among different genders and age groups such as women 18-34".

Total Survey Area, Metro Survey Area: Hausman et al (2010) averred that the total survey area usually include several countries that are served by two or more stations from within a metropolitan area. While according to them, the metro survey area is a local area defined by the city and its immediate environs.

Average Quarter-Hour Person: the quarter-hour is the basic unit measurement in radio/TV audience measurement. According to them, the average quarter-hour person is the number of listeners or viewers who tuned in during a specific quarter-hour for at least five minutes. Although they noted that the AQH is important in figuring gross rating points, they were however quick to note that the problem with this method is that one cannot simply ass up the AQH figures to obtain the total number of people who are listening during the day because the AQH will include some of the same people.

Cume or Cumulative: Hausman et al (2010) averred that cumulative audience measure solves the problem of determining the total number of people listening by using statistical interpretation to determine the number of unduplicated audience listeners or viewers.

2.9. Theoretical Framework

In this study agenda setting and social responsibility theories are used as the theoretical underpinnings within which this research is framed.

2.9.1. Agenda Setting Theory

As different scholars defined Agenda setting is the idea in which the people think about the issue that set by the media. Studies indicated that it was in 1972 that agenda setting theory was first developed by Maxwell McCombs and Donald Shaw. In that time this agenda-setting theory was implied that news has a paramount role and has a vital part in shaping political issues. As Wu and Coleman (2009) defend Agenda setting is according to Wu and Coleman “phenomenon of the mass media selecting certain issues and portraying them frequently and prominently, which leads people to perceive those issues as more important than others”.

Scholars showed their hypothesis the co-relation between media agenda and public opinion. Studies also proved that the media has an impact on public opinion. But questions are raised here whether the public influenced the media. As McCombs (2003) implied this is proven and true incident that the public opinion influences the media in this regard the study that made on the Clinton-Lewinsky scandal case considered as an example.

It is categorized as the agenda-setting theory in two levels of category. The first one is classified in the way that it focuses on “the amount of coverage of an issue, suggesting that the media decide what issues the public will be aware of.” (Wu & Coleman 2009, p.776). The second le category of agenda setting is “instead focuses on the perceived importance of attributes or issues” (Freeland 2012:5). In other words the first level of media agenda setting people “what to think about,” and how to think about” the given particular issue.

The foremost significance of agenda setting is made in a media institution has its own importance to explain, to inculcate the issue and to influence the public mind and decision making process on a particular issue in this regard studies indicated that media has a

responsibility in framing and actively setting the frames of issues that readers or viewers use to understand and discuss public events (Ibid).

Agenda setting in media has an effect on grasping the public attention. Since the media has a vital role in creating and influencing the public mind in a particular and designed issue that helps the people to recall the issue at all times (Riaz, 2008).

Thus, agenda setting has a paramount role in delivering the intended subject matter or issue to grasp and understand and in creating a common understanding among the audience. As Rogers and Dearing (1988) implied that agenda setting is categorized in different ways. The classification is made by considering policy-makers, media and the audience as a whole.

According to Rogers and Dearing agenda-setting can be divided in to three types the first type is the Public Agenda setting in which the audience determines the agenda that the stories are significant the second one is media agenda setting or some says agenda building that many scholars consider as the most effective type of agenda setting this happens when the media consider as the issue is important. The third type of agenda setting is policy agenda setting this happens when both the public and the media influence the political scientists or policy-makers brought their influence on the particular subject matter (Scheufele& Tewksbury, 2007). These agenda settings can be affected by different determinants time, Ability, The psychological situation.

In addition, agenda setting can be affected by, personal and social interactions because it influenced indirectly the audience judgments on a particular issue. Researches proved that even if the media influence the public perception personal attitude and convection is stronger which affected to meet the target of agenda setting (Zhu, 1992).

As Chomsky indicated there were no researches in which that type of medium is effective in implementing and influencing the audience by making agenda setting. But some scholars said that agenda setting is by far significant impact when it transmitted via television and newspaper .while they are telling this fact they do have their own justification in which newspapers has an impact in establishing effective local agenda because it has the ability to focus details that attract the audience interest.

On the other hand, television highlights general issues that trigger others to engage in the selected subject matter. In Ethiopian television and Fana television agenda setting culture is practiced in different times and believed to influence the public in the selected topic of issues.

In prime time news programs also on selected and seasonal issues consider and plan to build different stories based on the format requirement of the prime time program and most producers and host also believed in producing issues as an agenda (Chomsky& Herman, 1988).

2.9.2. Framing Theory

Media framing can be defined in various ways and perspectives by different scholars. Framing is the principal angle of how the various stories are treated once they are covered. Framing, like agenda setting, is an inherently ideological act. According to Entman (1993), framing has four major significances. These are "... the promotion of a particular definition, causal interpretation, moral evaluation, and/or treatment recommendation".

Chong and Druckman (2007) indicated the main principle of framing theory is since issues are seen from various perspectives and implemented with different various consideration, which means the different groups of the population can grasp an issue based on their thinking and orientation that has been influenced given by the media framing of messages and ideas.

As Cissel (2012) indicated many communication intellectuals argue that, framing is a quality of communication that leads others to take one meaning over another. The reason behind is most issues are frequently difficult and require the processing of a great deal of information from a variety of perspectives, frames offer a shorthand understanding of a situation.

The frame of a story will have an influence on how that story is investigated and reported. Framing can be influenced based on various issues. Issues like race, class, and gender of journalists, editors, owners, and audiences can also have an impact on framing. Therefore, by considering the above-mentioned definitions it is possible to say for this study is that "mass communications can be used by media personnel to create, influence, and alter public attitudes" (Lecheller, 2011). This research is guided by framing theory to identify how EBC and FBC frame night Amharic prime time news programming processes. Since media can shape public opinion this approach by framing events, issues and news programming in particular ways and framing involves a communication source presenting and defining an issue. Media works for the real source of information and powerful means of communication. To bring effective communication there should be efficient writer and journalist who have the capacity to frame the issue and news programming process inappropriate way of flow and structure of the story, time

slot and presentation to deliver the objective efficiently and to reach to the audience in an attractive and proper way.

2.9.3. Social Responsibility Theory

Social responsibility theory is commonly and widely known as the fourth theory along with Libertarian, Authoritarian and soviet theories. The main principle of social responsibility theory is the media should be free in order to perform its activities based on the libertarian theory with exercising freedom with responsibility (Okunna & Omenugha 2012).

While social responsibility is applying the media is expected to perform its duties in serving as a public forum to exchange ideas to reflect various views comments and criticism. Since media is expected in striving for the benefit and development of the people, in which this theory supports and promotes such activities and responsibilities of the media.

As Eshwara (2010) describes one of the fundamental feature of social responsibility theory is giving attention to make media has a great and powerful stand to deliver proper information to the audience. One of the well-known communication scholars (Denies Mc Quail, 2005) also said social responsibility theory has the principle that media institutions and journalist should be accountable for the society and the public and the society expected to better achievement to fulfill the public good. In another way (Owens, 1994) defined social responsibility and media from development countries perspectives, As he indicated the media has a responsibility to inform what is going on in the government system by showing the checking system in which the media played a vital role in reporting and promoting discussion ideas, debates participatory programs, opinions, views to support and promote social and economic development. Here the media and its responsibility working for information delivery and serving as a mirroring of the society, the people and government relation and activities towards better development in every aspect. Its basics are an assumption that the media house works and strives for fundamental functions of the society.

In this regard and from the above-mentioned theories and definitions of social responsibility theory by different scholars it possible to say that the media working not only in informing the society and working for the good of the public but also serving as a bridge in showing what the government is doing to check the rules.

Thus, Ethiopian television and Fana television prime time news programs have given a chance for the public to ask government bodies in every public development issues and enable to reflect their ideas, views, and opinions.

2.10. News cast Organization Model

News cast organization model: putting together a news cast is difficult. It takes imagination and creativity to pull together into a coherent all the wire-service copy, news releases, rewrites and reporters package. It helps if you have an organizational plan or model. If TV news casts are thrown haphazardly without any real order or plan, the result is a jumble of unrelated stories that usually has little meaning to audience members. The continuity and flow of news cast can be improved greatly by using a definite organization model. You might use one of the traditional newscast formats or you might want to incorporate elements of several of the formats to develop your own. The important thing is to have a definite plan for organizing the newscast. Four of the most commonly used formats are: 1) significance, 2) subject/topic 3) Geographical and 4) Chronological

In significant format: Stories re arranged in the order of their importance to and impact on audience members. The stories that affect the audience the most .is aired first followed by the second most important and so on.

In subject/topic format: Stories are grouped together according to subject or topic. For example all police related stories would be linked together, then all fire –related stories, education-related stories, government-related stories, and so on

In geographical format:/all local stories might run first, followed by state stories, regional stories, national stories, and international stories

In chronological format: Stories are arranged in the order they occurred. Usually, the most recent story is aired first, followed by the next most recent and so on.

Of course, elements of the various formats can be blended and you can have much overlapping of formats. For example you might want to use the geographical format, but modify it slightly by using Significance format to order stories within each geographical area.

Strive for some logical newscast organization, though. Audience members will appreciate it and it will make your job as a producer much easier. If you have a model, you will be able to arrange

stories more quickly and have more time to deal with any last minute problems that arise. Onabajo, O. (1999).

2.11. What are Anchoring/ Presentation?

Speaking, that too effective speaking is not possible by every individual. It is only expertise by few. A simple thing can be presented in special way a good presenter with command over words and subject. It is an art. This art is highly required by people on sales. An effective talker can “Sell Ice-cream to Eskimos”. Shedden D.(2006) Early TV Anchors.

In the contemporary world TV is a powerful media in which many important things come to us along with news. Every programs comes to us through the presenter TV can attract the viewers by giving attractive announcements. The viewer’s enjoy the channel longer to me just for the good presentation. A presenter should also have good health, great speaking skills, sweet voice and attractive style, clarity in pronunciation to be a successful camera friendly personality.

2.11.1. Principles for Effective Anchoring of Shows

The following principles need to be kept in mind for effective anchoring of programs. The choice of anchor must be dictated by the nature of the program. If the program is a serious discussion-based show, then the anchor must preferably be someone senior and experienced and someone who can handle a discussion with experts. For example, in a political discussion-based program, an anchor likes Vikram Chandra of NDTV or Rajdeep Sardesai of CNN-IBN is among the best choices. On the other hand, if it is a light, entertainment-oriented show, then someone younger with a pleasing, attractive personality is preferable. The anchor must not just be someone who is good-looking but must be knowledgeable about the subject of the show. This applies even to light, entertainment-based shows. The anchor must do his or her research on the subject of the show beforehand. This is important, because the anchor is supposed to lead the discussion. A thorough command over language, vocabulary, and word-usage is absolutely essential for an anchor, since anchoring is a profession, which involves extensive speaking. Similarly, clear enunciation and good pronunciation is indispensable for an anchor. A good anchor therefore regularly practices voice and pronunciation exercises, to develop his or her ability to speak clearly, with the right emphasis and to project one’s voice if needed. A good voice and a pleasing personality are valuable assets for an anchor. An anchor must be confident and have great presence of mind. He or she must not suffer from stage fright and must be able to pay attention to

several things at the same time. These include the remarks made by the audience, the instructions sent from the PCR which the anchor can hear through an ear-piece) and the content and flow of the discussion. The anchor must recognize that for all practical purposes, he or she is a public figure and the face of the organization he/she works for. The anchor must therefore refrain from any activity, public or private, which can bring the organization into disrepute. Shedden D.(2006) Early TV Anchors....

2.12. Qualities of a News Anchor

The role of the main anchor needs to be divided equally between the community and the newsroom. Main anchors should be mentors and they should have done just about every job in the newsroom, but more than that, they should be willing to share their experience with anyone willing to learn.

A main anchor should be a repository of historical perspective. He/she should know the problems each town in the market faces, the history and prognosis of those towns and be able to put things into context. This assumes that the path to main anchor in a newsroom begins somewhere other than the top. When the goal of management is to attract viewers with a pretty or flamboyant anchor... one that lacks a solid foundation, you're setting up for disconnect within the newsroom and with the audience. The reality is many stations don't care. Balkrishna and Aiyer. (2005).

The main anchor needs to be the most respected, most widely read, most knowledgeable and most experienced person in the newsroom. Still building and maintaining relationships with the community will times need to be as much of or more of a priority than reporting. It means becoming a part time journalist and part time Rotarian.

The main anchor should be on a first name basis with every mayor, every police chief, every business leader, every top level educator, every legislator and other significant "official" in the market. They should ride in every parade, kiss every baby, and shake every hand, much like a successful politician. My father-in-law used to be mayor of our town and could be reached by journalists any time, day or night, even going so far as to give local reporters his cell number. The main anchor should be that accessible to people. For those "big J" people reading, this is far from journalism in its truest sense, but I don't think TV news is that anyway this is another debate for a future post. In the end what you have is someone who is an important part of the

community... someone who truly has the public's trust and whose work connects all kinds of people. Novak, M. (1981, September)....

2.13. General Content of Television Programs

By taking the general understanding that television transmissions are watched by all members of the community, inappropriate programs which disturb the feelings of the viewers need very careful consideration.

Since the emotion each content triggers in different people varies, indicatory hints must be given about the programs that would be transmitted in order to help individuals and sections of the society protect themselves from bad feelings. The notification/warning shall, for instance, be announced at the beginning so that the audience would be able to decide to watch or not to watch the program (Ethiopian Broadcasting Corporation, Editorial Policy, 2008, pg. 184).

2.14. Satellite TV Broadcasting: the EBC and FBC Experience

Ethiopian Television was initially established during Haile Selassie reign era with assistance from the British firm, Thomson. It was created to highlight the Organization of African Unity (OAU) meeting that took place in Addis Ababa that same year. Color television broadcast began in 1984 in commemoration of the founding of Workers' Party of Ethiopia (WPE). The current structure and goals of were established 1987 with Proclamation 114/87 In 2014, the channel changed its name from ETV to EBC, also changing its logo in the process. In 2015, EBC and other regional and private channels upgraded their news studios with more modern equipment. In March 2018, EBC's logo was transferred to ETV and made a new transmission of frequency and sister's channel contents and it's now broadcasting on Ethiosat and Nilesat.

From these sisters / ETV Entertainment (ETV መዝናኛ), ETV Languages and ETV News (etv ዜና)/ channels ETV News (etv ዜና) is the main news channel with 24 hours coverage, with content on culture, politics, documentaries, and economy. Broadcast mostly in Amharic with the exception of some news segments which are broadcast in other languages.

FANA Broadcasting Corporate (FANA B.C.) is also the first private broadcaster of Ethiopia. It was founded in 1990 as Radio Fana and started to transmit a Free-to-Air Radio Station which currently possesses high-quality audibility and reaches a World Wide audience. It broadcasts via SW, MW FM and Live Streaming Internet Radio on transmission. Fana TV was initially made

available through Ethiosat in lat 2017. In March 2018, Fana TV signed an agreement with South African Digital Satellite Television (DStv) to make the channel more widely available throughout Africa and local internet provider called Websprix launched the first IPTV in Ethiopia which Fana TV started broadcasting.

Table: 1. EBC and FBC TVs News Categories of Prime Time News (7:00 – 9:00 Pm)

TV Name	MONDAY	TURSDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDA	SUNDAY
FBC	7:00 – 8:30 pm	7:00 – 8:30 pm	7:00 – 8:30 pm	7:00 – 8:30 pm	7:00 – 8:30 pm	7:00 – 8:30 pm	7:00 – 8:30 pm
	Fana 90 news show	Fana 90 news show	Fana 90 news show	Fana 90 news show	Fana 90 news show	Fana 90 news show	Fana 90 news show
EBC	7:00 – 3:00 pm	7:00 – 3:00 pm	7:00 – 3:00 pm	7:00 – 3:00 pm	7:00 – 3:00 pm	7:00 – 3:00 pm	7:00 – 3:00 pm
	ETV 57 news	ETV 57 news	ETV 57 news	ETV 57 news	ETV 57 news	ETV 57 news	ETV 57 news

Source: - both EBC and FBC prime time news programs format.

2.15. Media Ownership and Its Effect on News Programming

Given the fact on the ground, media ownership and their service to the general public play a monumental role for the socio-economic and political development of a country. In this regard Thompson (1995), states that the media have been contributing for the development of modern institutions. This is true for the media have brought with them all the advancements in the communication technology crucial in the democratization process of countries. This idea is further seconded by Tetey (2001) as cited in Okwuchukwu, (2014) contending that the media are among those which possess the power to mold and continue to support the establishment of democracy in Africa. However, this may not be true if the media fall at hands which do not allow public interest to come first. And if this is the case, the media would become weapons of repression for the powerful elites as is often the case in many countries of the world. Moreover, government regulatory bodies of the media may put their responsibilities aside and put lots of

restrictions on the roles the media should play to bring about all rounded societal development in a country.

2.16. Media Ownership in Ethiopia

During the period of Emperor Haile Silassie I and the Dergue regime the media in Ethiopia were exclusively owned by the government. Thus, media freedom and independence was totally unthinkable. It was following the coming of the Ethiopian People's Revolutionary Democratic Front (EPRDF) into power in 1991 that some privately owned media started to show up in the scene with all the challenges they face.

The privatization of the radio industry has been possible with a few FM radio stations working on entertainment and news (Netsanet, 2007). The private television industry in the Country is a very recent phenomenon which started in 2008 with the opening of a satellite television channel called EBS that works on general entertainment (ibid). Currently the number of privately owned television channels in Ethiopia more than a dozen with most of them operating on general entertainment programs, according to "TV Channels Growing in Number" (Jemaneh, 2017).

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

In this chapter, the methods of data gathering, sampling techniques and procedures that was employed to achieve the purpose of the study was discussed. Having this in mind quantitative and qualitative research methods of prime time news programming process and document analysis are deployed. Therefore, in this chapter how the sampling methods are selected and the producers are followed in the data collection, presentation and analysis are discussed.

3.2. Research Design

The main objective of this study is to analysis comparatively night Amharic prime time local news programming process: EBC and FBC in focus. To address this objective the study used both quantitative and qualitative research methods using descriptive research designs. Furthermore, a qualitative approach will provide a deeper understanding of the problem (Creswell, 2002). The qualitative method includes different tools of data gathering among which are: participant observation, interviewing, document analysis, and ethnographic study (Jensen & Jankowski1991). But according to Maxwell (2013), the qualitative data is not strictly dependent on the outcomes of “specified ‘methods’”.

The study also used quantitative because it is suggested to be relatively better in survey studies. The method also helps researchers to be more objective, to have a higher sample size, to minimize possible costs (material as well as time). Besides, the outcomes of the quantitative research can be generalized to the population. According to Dawson (2002) this method helps to generate statistics through the use of large scale survey method.

The method helped the researcher to evaluate observation findings about the categories of news and their features in the7 weeks of telecast at EBC and FBC by generating statistics which are important to generalize about the subject of the study.

So, these approaches were chosen due to the nature of the objective of the study which makes descriptive study. Since it enabled this study researcher to come up with findings that would help

demonstrate the night Amharic prime time news programming process, examine the features of news categories and look into EBC and FBC news casting model.

Moreover, since the qualitative method is flexible in creating favorable condition between the researcher and the interviewee of the study, the study seeks to make use of this advantage. According to Wimmer & Dominick (2011) qualitative analysis relies mainly on the analysis of observations and words that reflect everyday experience.

Generally, in this study, the major sources of data are EBC and FBC editorial policy, news manuals, newsroom performance reports, prime time news programming related documents and interview. The key interviewee in the study is those prime time news program programmers, senior reporters, editors and managers or department heads of both media houses.

3.2.1. Document Analysis

Document analysis is a systematic procedure for reviewing or evaluating documents—both printed and electronic (computer-based and Internet-transmitted) material. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge (Corbin & Strauss, 2008; see also Rapley, 2007).

Document analysis was deployed in this study as a source of information. As Ritchie and Lewis (2005) indicated document analysis comprises the review and analysis of related documents. The main objective of this method of data gathering is to understand and to grasp the content, the intent of the study subject. Therefore, in this study are some of the documents such as: Editorial policy of EBC and FBC, news manuals, both TV channels reports broadcasted prime time news program in the study period and other related documents of the station.

Thus, incorporating all these documents are vital sources to construct in the literature review as well as in data analysis and interpretation of the study. Furthermore, they are important to get the necessary data about the topic of the study. In these context different sources like books, both published and unpublished materials were reviewed.

3.2.2. Interview

Interview has many advantages. It enables the researcher to make the interview in different formats to get various opinions with wide range areas of issues that will show different perspectives and helps the researcher to have a follow-up question (Jensen & Jankowski 1991).

An in-depth interview is one of the techniques that widely used to get informant view on the selected research thesis title.

Researches also show that this technique is vital in knowing the respondent's personal feelings, opinions, and experiences and also the appropriate one for addressing sensitive topics. Here in-depth interview individuals own understanding and perception was clearly discussed and identified (Wimmer and Dominick, 2011).

Both structured and unstructured questions used for key informants to discover ideas and fact about the programming process of night Amharic prime time news programs and news categories of prime time news; the station managers, senior reporters and editors. Both types of questions used because, in addition to structured question, follow up unstructured questions to clear the information that has got from the interviewee. In-depth interviews provide very detailed information opinions, values, motivations, recollections, experiences, and feelings are obtained. In this in-depth interview twenty sample journalists of EBC and FBC TVs have participated.

3.3. Population and Sampling Techniques

Since the researcher purposefully selected the two-electronics media, namely Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporation (FBC), the study employed purposive sampling method. Purposive sampling is a non-probability sampling method. Buddenbaum & Novak (2001:74), state that purposive sampling is a technique of selection used when a researcher has some special reason for choosing the subjects. They also mention that the goal of purposive sampling is to choose subjects who can be expected to provide useful information.

For this study the government and private electronics media namely, Ethiopian Broadcasting Corporation and Fana Broadcasting Corporation were chosen using purposive sampling techniques, for the reasons specified in the above-mentioned section. How the sampling of the data especially the document and the interviews processed we will see as follows.

3.3.1. Purposive sampling of the documents

The researcher of this study used a purposive data collection methodology to obtain the relevant data for the study. Accordingly, the editorial policies, news manuals, news related documents, news categories of prime time news programming documents, and any recorded information of media forms of the two electronic Medias have been used in this study.

As a result, in light of the above documents, this research has been extensively analyzed in chapter four, including the documents that the stations have volunteered, and other types of surveys from the stations and any recorded information of media forms of the two electronic Medias. Preparing these critical documents from the two target Medias and supplementing the information obtained through interviews and observations helps prepare the researcher to be accurate and instructive.

3.3.2. Purposive sampling of the interviewees

The researcher included managers, anchors, editors, senior reporters and media programmer's that would provide appropriate, adequate, valid and reliable information on prime time news programming in EBC and FBC news and news program channel. In this study, an in-depth interview method was used in addition to document analysis. For an in-depth interview, the purposive sampling is selected because it is known to be representative of the total editors and managers; the idea is to pick out the sample in relation to some criterion.

The researcher has taken samples from the two TV stations prime time news programs that cover from 7:00 pm to 9:00 pm. This method is appropriate when the study places special emphasis on the control of certain specific variables (Singh, 2006). According to the information obtained from Ethiopian Broadcasting Corporation (EBC) Newsroom department in March 2020, the team has 68 Journalists specifically, in the newsroom working in different sections of news and current affairs programs productions. Twelve of these purposively were selected for this study.

On the other hand, according to the information obtained from Fana Broadcasting Corporation /FBC/ Newsroom directorate in March 2020, the team has 32 journalists specifically, in the newsroom working in different sections of news and current affairs programs production. Eight of these were selected for this study.

The researcher selected samples from these two target media houses the total sample size was 20. The researcher purposively selected the above target groups who have more than 2 years experiences and more than 24 aged. The main reason for this is because they have been working on the station for a long time and are able to provide clear, reliable, factual and well-organized information.

Generally, all these target Medias practitioners will be selected purposively from these different media organizations that based their head office at Addis Ababa. In the news program department, three types of television programs are produced such as education program which is

produced in the form of mini-documentary, entertainment and news and current affairs news programs. This study only focused on news and current affairs news programs particularly night Amharic prime time news programming process.

3.4. Types of Data and Tools/Instruments of Data Collection

In order to answer the research questions, data collection methods was used primary and secondary data. The primary data was collected through in-depth interview, with structured observation and both media prime time news programming documents. Secondary data was referring from different supportive communication literatures. To gather the required data for the study, an in-depth interview, observation and both EBC and FBC prime time news programs was employed as a tool. The in-depth interview, observation and prime time news programs analysis was have three parts. The first aimed at finding out what are the features of the categories of news in EBC and FBC TV night Amharic prime time news program? The second part focused on how did EBC and FBC implement the night Amharic prime time news programming? The third part call attention what are the news casting model of EBC and FBC TVs night Amharic prime time news programming?

3.4.1. Unit

In this study, news categories of prime time news programs that produced and broadcasted in the study period were included. Thus, the unit of analysis of this study is each news categories of prime time news program programming process. Other EBC and FBC televisions programs were not included and analyzed in this study.

Moreover, in terms of the night Amharic prime time news programming process of the unit of analysis, in this regard, the researcher tried to categorize the news categories of prime time news of the analysis in the following categories. These are local news, state news, national news, local features, issue-oriented reporting, outside-source features, promotions, sports, weather and business. General air time allocation for prime time news programs, the role of anchors and editors, news framing and scope of the news programs, story structure and flow, weakness and strengths of prime time news programming process were discussed and analyzed.

The programming process analysis was done mainly in three ways. The analysis is done by the analysis of the features of EBC and FBC TVs news categories, prime time news programming

process and EBC and FBC TV's night Amharic prime time news casting model. The content of this study is categorized and framed by news categories of prime time news.

The news of the above framed issues in EBC and FBC night Amharic prime time news programs has the aim of informing, educating and entertaining the public on promoting awareness on current issues of the country, politics, economy, promoting social problems and solutions of the society, development, democracy and corruption issues. Encouraging & informing developmental activities in daily life activities to the public.

3.4.2. Coding

The researcher of this study used qualitative study methods. The qualitative method of this study employed EBC and FBC News manuals, Editorial policies, prime time news programming related documents and in-depth interview. To be confirm the reliability of the data analysis process the researcher used a code. Coder reliability is a crucial component in content analysis. "It refers to levels of agreement among independent coders who code the same content using the same coding instrument (Wimmer and Dominick, 2011, p. 171).

As it is clearly indicated in the above discussion, the code for this research was provided for Senior Reporter, Editor, Anchor, Programmer and Manager of EBC and FBC. Accordingly, the research was conducted by collecting, organizing, and analyzing data's from the selected respondents who had been coded for the interview. Sorting and analyzing the information obtained from the interview, according to the respondents' code confirms the validity and reliability of the research. The coding process is based on their role and positions. Depending on their level of responsibility, the code will be listed from top to bottom. This means that a number starts with the superintendent. Additionally, two professionals in the same profession were assigned to carry a series of codes.

3.5. Procedures of Data Collection

The qualitative data, mainly obtained using document analysis, interviews and observations. The study used the primary source of information. Various data collection tools have been developed to collect the information that is crucial to this study. They are in-depth interviews and document analysis.

In the field, a note and recording device were used to record the information needed to gather the data significance for the study. The discussions were recorded on smartphones with the

permission of the informants. Relevant profiles regarding interviews were recorded and used for this study.

All information regarding the news categories of the prime time news, programming, and programming processes used in the news presentation process were kept jointly for this study. The selected documents were analyzed in connection with the main purpose of the study and analyzed incorporate with the information obtained from the interviews and observations. The identification, organizing, recording, and categorize of the data was helped the researcher to easily and accurately present the information that he has.

3.6. Methods of Data Analysis

In a qualitative method of approach, the data are mostly narrative that enables to organize and explain the ideas and information into a meaningful amount Bui (2009). In discussing the collected data through in-depth interview, description of the research setting including a description of informants' position and data obtained from observation and documents of broadcasted prime time news programs was analyzed in accordance with the themes that have been used throughout data collection. While description and analysis were used as methods of data analysis based on the collected data, which are appropriate to the title being arranged into well and meaningful categories.

Therefore, the collected data through in-depth interview were defining, organized, explained, and analyzed under the qualitative findings and the themes of the research questions be interpreted and analyzed. As for the analysis of the interviews, the discussions were sorted out according to thematic relevance and then presented in combination with specific responses.

In presenting the collected data through in-depth interview, description of the research setting including a description of respondent's position and data obtained from data of broadcasted prime time news programs were analyzed in accordance with the categories that have been used throughout data collection. The collected data also analyzed based on the theoretical assumption discussed in chapter two.

3.7. Ethical considerations

Although the researcher of this study has gone through various communication tasks and experienced in reporting different issues, he has been able to use a variety of resources to demonstrate the reliability and validity of the study. And the study was done on the bases of informed permission and confidentiality of the information that was assured by excluding names of the respondent from identification. Confidentiality matters of all editors, anchors, programmers, senior reporters and media managers that provided information to the study was saved in a very careful way. Sources /documents/ used in the study were cited carefully.

CHAPTER FOUR

4. Data Analysis and Discussion

This chapter is about the presentation, analysis and discussion of results gained from document, observation and in-depth interviews. The main purpose of the study was to analysis comparatively night Amharic prime time local news programming process of EBC and FBC. So, it focuses mainly on the night Amharic prime time news programming process, news categories and news casting model. To gather the required data for the study, document, observation and interview were employed as a tool and the researcher used qualitative research methodology to analyze the data.

4.1. Document Analysis

Table 2: Document analysis checklist

Documents support for programming decision	Data analyzed	
	EBC	FBC
Editorial policy	Television news programming process; Content and mix national and world news programming; News programming relation with listeners and viewers; Audience survey related to support news programming process	Television news programming process; News programming relation with listeners and viewers
Survey on audience needs	No documented information has been obtained beyond verbal information	No documented information has been obtained beyond verbal information
Audience rating	No documented information has been obtained beyond verbal information	No documented information has been obtained beyond verbal information
Audience feedback report	Audience feedback depend on night Amharic prime time news programming process	No documented information has been obtained beyond verbal information
Content and format document of the station	Air time allocation for night Amharic prime time news programming	Air time allocation for night Amharic prime time news programming

4.1.1. Editorial policy

Every television channel produces news programs in their own style and choice. Some specialist and officer work over this. The TV programs are produced and transmitted by the joint effort of many skilled workers like the managing director, journalist, reporter, floor manager, anchor, copy editor, sound engineer etc. All of these are guided by the editorial policy of the given media.

EBC Editorial Policy 2008:

Television news programming process;

“Programs and news broadcast on television are the outcomes of teamwork. Even if it is said that no attention is given to sound in television, special attention is given to visual image. The effectiveness or quality of EBC Television transmission is measured by its strong message and attractive presentation. For this to happen, the quality and combination of visual image and sound as well as the inclusion of complete input and creativity of professionals would be given attention. The major thing that makes television different from radio is its being a visual medium. As a result, meaningful visual image is given priority in television. The visual images of all contents would be attractive, credible, and up-to-standard; television is the outcome of teamwork. ...” Pg. 184 – 186.

As shown in the editorial policy above, the Ethiopian Broadcasting Corporation Television night Amharic prime time ETV 57 news programs that the images were have taken with great care in the programming process, just as the TV is more focused on the image than the audio. As the other television show was a group work, it was understood in the ETV 57 news programming process that it was teamwork for journalists. The news is presented in a way that is appealing to the viewer, including imagery, additional screenplay, interviews, stats, and graphics. The other news is often selected by existing suppliers when presenting the news. As stated in the editorial policy above, when the news is presented there is no advertisement in the process compromised. Since the program combines the viewing and listening of the target audience, the news is usually short and maximum 90 seconds. As a result, it is one of the strength in the editorial policy that was stated clearly.

"The contents of EBC TV should be in harmony with the culture and traditions of the community, not compromising their faith, not inciting violence. Images from an external source will also be used on this basis."

Considering the proposed approach, it is possible to assume that it has been implemented in a programmatic manner at every level.

News Programming Relation with Listeners and Viewers: One basic fact that has been established is that a station programs must identify with the needs and demographics of the audience it is targeting. Again, we established that there are various formats a station can adopt to meet the needs of the target audience.

"Since all the contents of EBC are listener and viewer focused, it believes that the views/opinions of listeners and viewers have invaluable role for the quality and completeness of programs. The relationship of EBC with listeners and viewers shall be based on the following points: EBC shall have a department that would receive and entertain the views and complaints of listeners and viewers; opinions and grievances of listeners and viewers shall be handled politely and promptly; complaints shall be answered in less than a for the night and such a relationship would have clear editorial aim that satisfies the needs of listeners and viewers." Pg. 217

Every mass media message is designed for one audience or another. Each message is designed to meet certain needs of the target audience and the only way to incorporate their needs into broadcast programs is to identify who they are. Knowing the gender, economic status, and the culture of the target audience will help define the audience which invariably will affect the programs and the broadcast station. Adams (2003:12) confirms this when he said that "often times a medium is borne from a desire to serve a particular public."

According to this issue when audiences have a chance to comment or complain they have possible to address for the concerned body but if the mass media have no space including the audience they have no an opportunity to comment and criticize the media and take it close to them.

It is stated in the editorial policy above that EBC has a room for receiving and dealing with comments and complaints from the audience. In light of this, it was understood from the station report that the audiences was forwarded their feelings towards the EBC and have gotten

responses. This shows that EBC is connected to the target audience and has expanded its operating system.

Audience Survey Related with News Programming Process: The reason a broadcast station is in business is to serve the interest of the audience but unless the station have a good knowledge of its audience composition and understand their attitude and area of interest such station may fail in its operation. Again, knowing what audience wants, when, how and why can only be retrieved from research which can be done in a number of ways.

“EBC shall conduct continuous listener-viewer research to gauge the compatibility of quality and effectiveness of its contents with the need of the audience. A body which is accountable to the Chief Executive Officer and that organizes this very useful process with full responsibility will be formed. Based on the evaluation of its editorial performance and internal studies conducted by its education and training department and in each of the processes, EBC shall launch new programs, cancel existing ones, and introduce changes in contents and forms of programs as found necessary. Furthermore, EBC shall hire neutral and competent external bodies as per the law to carry out audience survey at least once in two years.”

Audience research is important to the successful operation of a broadcast media as this will reveal station’s share of the broadcast market, rating and reach among other vital information. As noted by Onabajo (2002) audience research is a specialized branch of broadcasting.

It is noted that EBC conducts an audience survey, which tests the quality and effectiveness of content in accordance with the needs of the audience and successfully maintains its position by addressing gaps. At the time of the study, however, the researcher of this study requested a legal letter to obtain surveys around the target audience and could not obtain information. This is a big gap and the audience study needs to be done. When done, it is appropriate to ensure access to information by providing the service to a customer who needs information.

Content and Mix of National and world news programming Process: A Television station generates its programs either internally or externally. Internally generated programs are those programs that are developed and produced by the local staff of a station or network while externally generated programs are those developed in collaboration with other producers.

“EBC shall implement the law stipulated with respect to national and regional transmission program in the Broadcast Service Proclamation. Accordingly, at least 70

percent of the weekly national transmission of any national radio, television, and website of EBC will be allocated to national programs. The remaining 30 percent will be allotted to continental and international affairs. Of the international contents, attention will be given to African content.” Pg. 148

As noted above, the EBC reported on the implementation of the ETV 57 night Amharic prime time news program, with the highest attention to local, state, national and local features news. In this regard, there has been an attempt to apply the law as regards foreign source news. It is well-documented in the EBC editorial policy that is better to have a system in place.

FBC's editorial policy 2010:

Is not clear how FBC Fana 90 news shows or other TV news programs are broadcast. It is equipped with a combination of radio and TV stations implementation. This is a mix of radio and television news broadcasting behavior. So it is impossible to say something about the programming process of FBC TV night Amharic prime time Fana 90 news show implementation. Because radio is the main focus for voice production, while TV news is the most focused visual elements. In view of this, the researcher feels that the findings should be adjusted according to their logical differences. This is a big difference between Ethiopian broadcasting corporation and Fana broadcasting corporation television's programming process.

To conclude that, the combination of audio and visual signals make television virtually a magical medium which captures live events and at the same time allows viewers to watch these events in their living rooms. The powerful audio visual nature of television helps to create vivid impressions in the minds of viewers and the fact that people are seeing the picture as well as hearing the sound gives them a sense of emotional involvement.

This quality also creates a long lasting image in the minds of viewers. The contents viewers watch now stay with them thereby making television images more memorable.

In the FBC editorial policy document, it was noted that FBC's approach to reporting for radio and television news was mixed. It is important to keep the radio and television in place because it is appropriate for them to reach a wider audience. Here, there is a big difference between EBC and FBC.

News Programming Relation with Listeners and Viewers:

"We take precautionary measures to prevent errors in the news or programming. However, if the proper use of incorrect information on the air is confirmed by the

institute, we will correct the error as soon as the error is known; it will be corrected in such a way that it can be learned from the institution's management by making proper checks. When we carry out our professional duties we will respond to complaints and grievances properly respond to any complaints or grievances that arise in any event. We will also develop a robust, consistent complaints management system.”

However, when collecting the data for this study, the institution was unable to support tangible information indicating that there was a system for receiving audience comments and complaints. There is no documented evidence other than a verbal response that audiences have developed in response to comments and complaints. This study researcher believed that the system should be developed. According to Freedom of Information proclamation 500/2009 information seekers are also has freedom to get information from the institute. But FBC staffs higher managerial poisons leaders and journalists are not voluntary and open have given information.

Audience Survey Related with News Programming Process: There is no clear basis on how it will address the audience's feelings and needs. A survey of audience the researcher of this study was unable to provide documents other than telling that they had studied. They have never been willing to support an audience survey document rather than they claim to have. Without a word of explanation, the media management department of the station has refused to provide evidence. From a research perspective, it is advisable that the media institution can improve its accessibility to the public by identifying the strengths and weaknesses of the programming process by conducting a survey of the target audience.

Broadcast media plan media content along the characteristics of their audiences. By implication therefore, the more a station know about its audiences the more it is able to serve them. Today's broadcasting has move away from producing programs on the assumption that a good message is capable of being accepted by the audience. Broadcast content are produced based on the knowledge that media audience have the power to select or reject media messages.

The reason a broadcast station is in business is to serve the interest of the audience but unless the station have a good knowledge of its audience composition and understand their attitude and area of interest such station may fail in its operation. Again, knowing what audience wants, when, how and why can only be retrieved from research which can be done in a number of ways.

Generally, most media in the world, in their news programming, many a time cover national, regional and foreign issues and events. The emphasis they give to such issues and events,

however, may not be the same. This is due to the fact that media institutions, in most cases, have their own national target audiences. More specifically, a national media institution, established to serve the people is supposed to give fair news coverage for newsworthy events and issues that happen in all parts of the country. So, considering the difference between EBC and FBC the Ethiopian Television, which is a national institution, is expected to give news coverage for federal and regional activities especially for local news.

4.1.2. Content and format document of the station

Air time Allocation for Night Amharic Prime Time News Programming: Broadcast programming or scheduling is the practice of arranging television programs in a daily, weekly, or season-long sequence. Program scheduling strategies are employed to give programs the best possible chance of attracting and retaining an audience. They are also used to deliver programs to audiences when they are most likely to want to watch and expose members to advertiser's messages. (Ellis 2000: 136).

On the other hand, Prime time is a part of daily broadcasting time during which the highest number of viewers watches the television (Business Dictionary, 2017). Every channel wants to present its best during the prime time. Nielsen (2011) also defined the prime time in the same way but the duration of television prime time is not fixed universally. It may be different in the different countries or different parts of the world.

EBC Content and Format Document of the Station 2018:

According to Ethiopian media landscape, Ethiopian Television has three types of prime time news programs. They are regularly transmitted from 7:00 pm to 9:00 pm on ETV 57 at night, from 12:00 am to 1:30 am on ETV 4th corner at launch time and from 7:00 am to 9:00 am on hello Ethiopia in the morning. The focus of this study was the night Amharic prime time news programming process, which has aired ETV 57.

The overall Ethiopian Television content distribution aims to inform and bringing about various changes in the society. In this regard, Ethiopian television night Amharic prime time news programming have the focus and objective of treating political, economic, cultural, social and current affairs issues. Such issues are entertained and presented in various approaches. In

Ethiopian television, there are different types of news such as; local news, state news, national/word news, local features, issues-oriented reports, outside-source features, promotions, sports, weather, and business type of night Amharic prime time news programs, which have its own feature of approaches. As indicated in the content and format document of the station (2018.).

FBC Content and Format Document of the Station 2010:

FBC has two types of prime time news programs. Fana news is offered from 12:00 am to 1:30 am at launch time and Fana 90 news show from 7:00 pm to 8:30 pm, in the night. The Fana news at launch time has delivered without any advertising or other programs, while the night Amharic prime time Fana 90 news show has featured on the news stand and was feature the advertisement. In FBC television, there are different types of news programming process such as; local, state, national, word, local features, issues-oriented reports, outside-source features, promotions, sports, weather, and business. As indicated in the content and format document of the station (2010). The focus of this study was the night Amharic prime time news programming process, which has aired Fana 90 news show.

4.1.3. Audience feedback report

EBC audience feedback report: As stated in this manual, news and current affairs editorial conference has its own organization, function and responsibility to evaluate the strengths and weaknesses of the nightly prime time Amharic news programming process and next provide better information to the audience.

“The team discusses the strengths and weaknesses of the past, especially in the night Amharic news programming process. If there are problems, discuss the source, the solution, and the steps to be taken. News and current affairs editorial conferences will be held daily at 3 : 45 a.m.” EBC Content Compiled Manuals 2018, Pg. 6 - 7

It is clear from this idea that there is a process of monitoring and adjusting the night Amharic prime time news programming process by focusing on the next day's news and current affairs by evaluating the strengths and weaknesses of the news that was aired last night.

According to the information obtained from EBC, there is a department of the online audience comment collector that is collecting the views and comments of the audience, and they are discussing the report and taking corrective action, according to the report from the online audience comment.

“ETV has been very good at broadcasting Adwan Victory Day as well as programming and news. Thank you very much. Keep up the good work. ETV should always work diligently to let the media know the story. We are pleased to present you with a quality program; Adwa is our identity, our history, our existence and our pride. The speech of Prime Minister Dr. Abiy Ahmed on the occasion of Adwa was a great lesson for all of us.”

The audience expressed their strong feelings in the above way and commented on what they saw in the gap.

“It would be good if ETV could cover the problem in our country's regions with ‘Eyenachin’ or other programs, especially in the zonal, woreda and kebele areas. The people are suffering. For example, the school teacher is not shaping a generation properly and the other school is not doing its job well. Please look down. For example, it is good that you see the rest in the North Shoa Zone of Amhara Region, Alem Ketema and others.”

However, there is no evidence that the ETV news and editorial conference has taken corrective action based on the comments made to it.

FBC audience feedback report: In this regard, FBC has been trying to obtain organized document information on the evening news and current affairs programming process, but has not been able to obtain more than verbal information.

4.1.4. Survey on audience needs and audience rating

It is orally stated that a survey on audience needs and audience rating conducted by the Commercial Bank of Ethiopia, the World Bank, Bael Media and Communication Consultants, Addis Ababa University and the institution itself at various times, but no documented

information has been obtained. When the researcher asked the concerned bodies of both stations (EBC and FBC), they refused to provide the document other than simply stating that it had been conducted at different times. EBC's news and current affairs department and FBC's research and quality directorate strongly stated that it was forbidden to provide documents beyond verbal information.

4.2. Analysis of News Categories

Table 3: Categories of news and their features in the 7 weeks of telecast analyzed at EBC and FBC

Item	EBC Total out of 49 casts	FBC Total, out of 49 casts	Percentage	
			News block 2hrs	News block 1:30hrs
National news	49	49	100%	100%
World News	18	13	36.73%	26.53%
Issue-oriented	8	6	16.33%	12.24%
Promotions	10	49	20.41%	100%
Sports	49	30	100%	61.22%
Weather	28	12	57.14%	24.49%
Business	49	20	100%	40.82%

The categories of news in EBC and FBC, in their prime time news programs, many a time they cover national, regional and world issues and events. The emphasis they give to such issues and events, however, may not be the same. They have presented local, local feature, state, national, issue-oriented, outside-source, sports, weather and business news and promotion which govern under national, regional and world issues and events.

According to the above table, in the seven weeks or 49 days observations from January 01/05/2012 to February 30/06/2012, the National news in the EBC and FBC night Amharic prime time news broadcast process gained 100% more air than any other news programs. All 49 days without interruption, National news was made a priority on the stations at the first phase.

This structured observation confirmed that environmental issues such as fire, accidents, press conference and social related events are reported with great caution. In light of the information gathered in the observations, the media is moving toward relevance to current news at the night prime time news programming process.

On the other hand, FBC reported natural and man-made events are called fires, vehicles, trains accidents, and so on at the night Amharic prime time news coverage.

While we look at the two focused media (EBC and FBC TV's) night Amharic prime time news programming process of National news, both of them are of great interest, but depend on information's obtained observations EBC night Amharic prime time ETV 57 news broadcasts better than the FBC Fana 90 news show prime time news broadcasts, because EBC lists and define the National news areas and news programming processes clearly and detailed through the presentation process. But in the other hand, FBC has been used a news show format including short message advertisements instead of normal news format. So beyond transmitting the news, it has made the audience more engaged with advertisements rather than the news.

As the above table, EBC has reported the world news broadcasts for a total of 36.73% days from the 49 days observation period, while the FBC broadcast 26.53% days on the air with the highest variance. Prime time news can be utilized to prepare a good feature, but few salient things are to be kept in mind. The content selection must be in liking of the viewers. According to this study researcher observation, EBC and FBC have given great attention with attractive presentation about night Amharic prime time outside-source features news. From the observation can be said that a feature should be informative, educative and entertaining but above all, it should be attractive to the viewers. From both station the last part of the prime time outside-source features news was also creative and exemplary.

EBC has a much better performance in terms of interviewing; reporting findings and innovations than FBC due to this study researcher seven weeks or 49 days observations. Ethiopian television broadcasts 16.33% day's issue-oriented news coverage of the 49 days, while Fana television broadcasts 12.24% day's issue-oriented news coverage of the 49 days.

Promotions have their own format, frame and presentation styles. 20.41% of days the EBC presented higher official's short messages within the ETV 57 night Amharic prime time news.

On the other hand, the FBC Fana 90 news show format was designed to capture the nature of the news show, and the news coverage of the media was presented 100% day's night Amharic prime time news with promotion.

The other point that observed, both EBC and FBC televisions anchors and presenters announced the name of the station at the beginning and ending of every transmission. They were also introduced themselves.

Sports news has a large audience. It is the result of night Amharic prime time news broadcasts on both EBC and FBC televisions. Sports news is aired on EBC 49 days (100%), on the day of all observations, on the other hand, sports news aired on FBC 30 days (61.22%) at the night Amharic prime time news programs. It takes a lot of time in both Medias.

EBC shall work with full capacity and with all its mediums to make Ethiopia's sport gain popular base. It will encourage and give sufficient coverage to make traditional sports have rules and regulations and join the modern sports activities, and competitions at kebele and woreda levels get attention so that they can feed regional and national competitions with athletes. (Ethiopian Broadcasting Corporation Editorial Policy, 2008: pg. 168)

FBC shall search and present the local and foreign different types of sport issues, events, champions, results and the overall movements of the sport families within its daily news and news analysis programs.(Fana Broadcasting Corporation Editorial Policy 2010: pg. 20)

Comparatively, during the FBC night Amharic prime time news broadcast, sports news were split into two parts and finally broadcasted. Occasionally at the entrance, the news was announced. FBC was aired 38 days out of 49 observation days. In terms of the presentation, the EBC sports news presentation was more in-depth and detailed than the FBC sports news presentation. According to information obtained by observation it was presented at the end of 8:00 pm night Amharic prime time news on ETV 57.

The weather news reports were aired by EBC for 28 days on 49 days of observation, and by FBC for 12 days. Thus, significant differences were observed between EBC and FBC. The

programming process also has a major difference. In ETV 57 news, it was reported in detail and brief than FBC.

According to this study researcher observations, EBC television night Amharic prime time news programs weather forecasting reports provided at the end of the news programming process. It is not act always like other news characters. In the other hand, FBC weather forecasting report is presented any time through night Amharic prime time news programs of different days.

The EBC night Amharic prime time ETV 57 news broadcast program is a 60-minute broadcast and airs 2 hours on air. Most of the national news is available from 7:00 pm to 8:00 pm. Business news was available at the end of this period. At 8:00 pm news, the earlier news, Hello! Ethiopia in the morning news, and the news from the 4th corners of the day, will be re-published. Business news, however, was no longer air on ETV 57 news, after which it was aired on the news program at 7:00 pm. The 49-days (100%) business news was put in a daily report and broadcast live to the target audience, as confirmed by the observation.

On the other hand, the FBC made business news on-air for 20 days (40.82%) of the 49 days observed in the Fana 90 news show program. This compares to ETV 57 business news EBC has made even more performance by airing on all days of the broadcast, with greater emphasis on business news.

According to this study researcher seven weeks observation, both target medias have given special attention to hard currency, government organizations, private enterprises, investors and economic institutions, who have successfully engaged in various development activities, have created significant employment opportunities, have a positive impact on their competitiveness and development in their night Amharic prime time business news.

When we look at the differences between formats, framing and presentation style between the two target media, there is a difference between the time schedule business news have presented after 7:00 hour prime time news on ETV 57, while have presented through the news show according to the daily news presentation arrangement on Fana 90 news show.

In addition to the above points, according to information obtained by observation the presentation by EBC was waste a few airtime by using higher officials messages through the

news; but in FBC it has been observed that wasting too much time by promoting the media and current providers, higher officials messages, providers unwanted discussions within the prime time news and more different advertisements.

Table 3: Presentation Style of Anchors during Night Amharic Prime Time News Programming Process of EBC and FBC

TV News Channels	Anchors who present night prime time news	Language (medium)	Share of Male and female Anchors (In Percentage)	
			Male/Female	
EBC	Always one within a shift	Amharic	72.72%	27.28%
FBC	Always two within a shift	Amharic	50%	50%

According to the observation that shows in the above table, the findings revealed that the male anchors got the major share in the prime-time broadcast of Ethiopian Broadcasting Corporation Television. In the other hand, here, the Fana Broadcasting Corporation Television gave equal opportunity to female anchors during its night Amharic prime time news show programming process.

The other point is that, from both stations the anchor appeared before and explained nicely the news the views were going to see. In addition to these, sometimes because of same reason, the visuals failed to appear or delayed due to technical reason, immediately, the news presenter also explained in lucid language to fill the gap.

According to the observation findings and the fact that the role of anchors in presentation, the viewers and listeners are attached to good anchoring art. Viewers enjoy programs for hours together because of artistic and musical anchoring. That is the reason; presentation is called “face” of television.

4.3. Analysis of interview Data

When asked to express their observational and practical experience about most EBC and FBC staff member's preference at night Amharic prime time news programming process,

EBC TV news and current affairs selected staff members:

What are the objectives of prime time TV news programming?

Code 1 says "Media is a one powerful tool in a society. Its rightness and wrongness can do a lot to a society's perception, attitude and action or in a general way of life. So, the main objectives of EBC night Amharic prime time news programming are to inform, educate and entertain by reporting political, economic, social and developmental fresh news."

Interview findings from personal interview with code 2, 3, 4 and 5 from EBC, May 7, 2020 are the same as code 1 response. All target respondents gave the same information or answer about the given interview question. Here it's possible to understand, prime time news programming or in a general news in its agenda setting power plays a great role in creating awareness about any developmental activities of a given country in the hearts and minds of the society.

What news category of night Amharic prime time news takes more time? Why?

Code 1 says "Now-a-days TV viewers like to see fresh news and current affairs which focused on local features rather than stage events. Because news contains inclusive information but stage event programs contain most of the time individuals, group and one side idea. So in the night Amharic prime time news programming process according to EBC we focused and have given more time about local news. A viewer is more informed with local news. Because of this local news is described in detail about persons, place, situation or events coming in relation to the news."

Code 2 says "Current affairs, local and national news take longer time to air in night Amharic prime time news programming process than other categories of news. Because most of the audiences return home from school, work etc. at night. In addition, the current situation of our country is a concern for everyone and what is new today; they are eager to keep up to date with the fresh news and current affairs."

Interview findings from personal interview with **code 3 up to 12** from EBC, May 7, 2020 were the same as the above code 1 and 2 responses. Here it's possible to understand, current affairs, local and national news program have taken more time than other news categories of night Amharic prime time news programming process of EBC. Because according to the above

interview findings viewers and listeners are more informed and updated by fresh current affairs and local news.

How do you select the stories to be casted from the packaged ones?

Code 1 and 3 say “In every news item what, why, how, who, where and when, all these questions can be answered. According to EBC we have selected the stories based on audience interest approach. In addition to this as a government and public media EBC has also great respect for the constitution and media related laws issued recently. The reason a broadcast station is in business is to serve the interest of the audience but unless the station have a good knowledge of its audience composition and understand their attitude and area of interest such station may fail in its operation.”

Code 2 says “Knowing what audience wants, when, how and why can help us to select the stories to be cast from the package. So we have been selected news stories according to the audience’s need that focuses on the current situation of the world and our country”

Code 4 says “We have been selected news stories based on our institution's plans, current affairs, the causes and effects of our previous news coverage, the government's focus, and the issues covered by the international media.”

Code 5, 6, 9, 10 and 11 also gave the same answer with the above code 4 statement. Here we understand broadcast media plan and stories to be cast along the characteristics of their audiences and media related laws.

Code 7 says “we have been selected the news stories from the news and current affairs team annual plan, government focus, current national and international issues, research findings, information from other media networks, field observation, archives, forum events, national and international celebrations, scientific and technological discoveries.”

Interview findings from personal interview with **code 8 and 12** from EBC, May 7, 2020 were the same as the above code 7 response.

What priorities or casting model do you have?

Code 1 says “EBC has given especial priority for geographical and significant news casting model. Most of the time, however, EBC has used the geographical news casting model. Local news will be presented first, followed by, international, business, sports and finally climate news series.”

Interview findings from personal interview with **code 2 up to 12** from EBC, May 7, 2020 were the same as the above code 1 response. This information was practically obtained and confirmed during the seven weeks observation period.

What are the strengths and limitations of prime time news programming?

The interviewee indicated that, In Ethiopian Broadcasting Corporation (EBC) as a whole and in TV news and news program has their own annual, monthly, weekly and daily plan. The news program of Ethiopian television has a trend to prepare mainly monthly, weekly and daily plan preparation on their respected department production teams.

Code 1 says “Preparing a plan for each news program is professional and a good habit but in some extent there is a problem in preparing a good quality plan, selecting content issues as a plan and making a good project research on the researched data, on the selected stories and implementing gaps based on the plan.”

Code 2 says “It is our strength to be able to report extensively by prioritizing current affairs and local news, but reporting issue-oriented news at the low-level is our weakness.”

Code 3, 4 and 12 say “As EBC is a public media outlet that broadcasts up-to-date and local news during the night Amharic news programming is our strength, but we are limited in providing news coverage that is accessible to all regions and issues.”

Code 5 says “EBC has a strong focus on local and current affairs news, but in fact that it has limitations has taken appropriate action in a timely manner in view of the satisfaction of its viewers.”

Code 6 says “EBC has adequate and up-to-date technology and a many of manpower, but there are huge gaps in skills. It requires a wide range of professionals who can keep up with the technology.”

Code 7 says “EBC is one of the public media outlets dedicated to social change. However, there is occasional budget deficit.”

Code 8 says “EBC's coverage of local and current news is strong. During the evening news programming, the news was started occasionally by commercial advertising and at the end of the programming also, which broadcasting before the start of sports news is our weakness.”

Code 9, 10 and 11 responses also from EBC, May 7, 2020 were the same as the above code 8 responses.

From the informant's interview, it is possible to understand that preparing a plan is not such a great problem. But the problem is the system enforced to do so.

Code 4 says “Sometimes the news contained in the programs was occasionally up-to-date and frequently prerelease by other media, occasionally with quality issues associated with the recording, and the repetition of some news by the station itself has its limitations. To address this gap, the news and current affairs team is paying attention. The team has carried 68 professionals and is working on developing a dialogue forum with the experts, interpreting them and working on ways to bridge the gap.”

Generally, the strengths and gaps identified by the respondents are shown, as attempted to confirm. So, EBC should to make preexisting arrangements, editing, discussion and communication with each other. And also when the program is on air, the editor should monitor the flow of the news programming and carefully follow up the process.

What documents are used to design the news programming?

Code 1 up to 12 say “EBC has been used editorial policy, news manuals, content compiled manuals, the constitution, media related proclamations, directives, rule and regulations, and direction of the government to design the news programming process.”

FBC TV news and current affairs selected staff members:

What are the objectives of prime time TV news programming?

Code 1 says “Media is a one powerful tool in a society. So, the main objectives of FBC night Amharic prime time news program are to inform, educate and entertain by reporting political, economic, social and developmental fresh news.”

Codes 2 up to 8 responses also from FBC, May 6, 2020 are the same as the above FBC key informant responses.

As it shows in the above, now-a-days television is a special chapter in development of mankind. It is a combination of art and science. Today it has become popular among the educated and uneducated people and has become a daily use consumable item.

What news category of night Amharic prime time news takes more time? Why?

A prime time in television broadcasting is, a time when many people are available for watching television. This enables the broadcaster to transmit a message for a large number of audiences at

a time. There are many news and other programs also have been broadcasting at the prime time by different broadcast Medias. TV viewers and listeners like to see programs on current affairs and fresh news rather than old news programs and stage events. Under these situations the stations have more time devoted on some categories of news than others at the night prime time newscast.

Code 1 to 8 say “Now-a-days most viewers and listeners like to see fresh local news and current affairs which focused on local and national issues rather than entertainments. Because local and national news contains inclusive information but entertainment programs contain most of the time individual, group and one side idea. So at the night Amharic prime time news programming process according to FBC we focused and have given more time about local and national news.

How do you select the stories to be casted from the packaged ones?

Code 1 says “As FBC before selecting the stories of the prime time news we must identify the news program with the needs and demographics of the audience it is targeting. To ensure that the target audience is waiting to watch the news program, we must know the type of audience the news program is meant for. So, the stories selected in line with audience interest, state background and media related laws because broadcast content are produced based on the knowledge that media audience have the power to select or reject media messages.”

Code 2 to 8 from FBC also gave the same answer with the above statements. From the informant's interview, it is possible to understand that select the stories to be cast from the packaged ones editors, reporters, anchors, manager and programmers know exactly who their messages are for. In other words there is need for editors and reporters to have a good knowledge of audience interest, attitudes, beliefs and demographics, sate status and media related laws.

What priorities or casting model do you have?

Code 1 says “We often implement significant news casting model in the night Amharic prime time news programming. However, we also use the geographical news casting model according to the night prime time news content. FBC differs from other stations because we have used short advertisements between the news. This does not mean that we do not use other news casting models. There are times when we can use it.”

Code 2 says “FBC has given especial priority for significant news casting model. Most of the time, however, FBC has used the news show approach. Current affairs will be presented first, followed by local, national, international and finally sports news.”

This information was practically obtained and confirmed during the seven weeks observation period.

Interview findings from personal interview with **code 3, 4, 6, 7 and 8** from FBC, May 6, 2020 were the same as the above **code 2** responses.

Code 5 says “At the previous, FBC has been sponsored by a party, and its main mission was to reach the mission of the party that funded it. Currently, FBC is no longer supportive of the party and is managing its own income by changing its sources of income. As a result, FBC operates advertising, airtime sales, sponsorships and similar sources of funding to earn revenues in the competitive world. But it differs from other commercial media because it unites the business and the community and focuses on the community's special interest and priorities. So our night Amharic prime time news programming process designed to host both issues (advertising and public interest). Because of this reason FBC followed a News Show approach and significance news casting model at the night Amharic prime time news programming.”

What are the strengths and limitations of prime time news programming?

Code 1 says “FBC has the latest technology. However, the skill gap is seen in some way in order to maximize the quality of the news of FBC when used. In addressing these gaps, FBC is now working hard to increase the popularity of its audience. The team has been 32 professionals and is working on developing a dialogue forum with the experts, interpreting them and working on ways to bridge the gap.”

Interview findings from personal interview with **code 4, 5 and 7** from FBC, May 6, 2020 were the same as the above **code 1** response.

Code 2 says “Preparing a plan for each news program is professional and a good habit but in some extent there is a problem in preparing a good quality plan, selecting content issues as a plan and making a good project research on the researched data, on the selected content and implementing gaps based on the plan.”

Code 3 says “... what we have as strength, the FBC news and current affairs directorate regularly attends the morning briefing forum every morning, and comment the quality and timeliness of our news events has helped us to tackle the bottom line. We have 32 journalists in the newsroom, and we all work together and speak to each other. Our audience also, in addition to commenting on our website that they follow our program, they also come and talk to us in

person at the studios. These comments and our day today discussions help us to plan audience-oriented and practicable action plan.”

Code 6 says “FBC uses technology that is better than other domestic media outlets. We use HD and we have no problem with image or sound quality. It is also the first media; we have used HD in our country's history. This has not only been better than the other media organizations, but also the high quality of production has made us a huge audience. We can say that our media have been the primary source of information. We have been able to confirm that our listeners' and viewers' comments on our Facebook and YouTube address. In addition to this, it is sufficient evidence that we are able to produce documentaries, programs and advertisements from both governmental and non-governmental organizations.”

Code 8 says “The FBC has two prime time news programs, one of which is Fana 90 news show. The news of the night Fana 90 news show has a huge audience, as the news is presented when the audiences gather and spend time at home. The Fana 90 News Shows feature is a feature of News Shows, allowing it to transmit short advertisements and messages between the news channels, making it a better audience than other stations. In addition, the fact that the anchors are two gives one a chance to fill out the missing one. It also reduces fatigue when a presenter is required to supply them all. For female anchors, the station offers equal opportunities to men.”

In general, the strengths and gaps identified by the respondents are shown, as attempted to confirm. So, FBC should to make pre-existing arrangements, editing, discussion and communication with each other to fill the gaps.

What documents are used to design the news programming?

Code 1 to 8 says “FBC has been used editorial policy, news manuals, rules and regulations of the country, rules and regulations of the media and laws issued recently and directives to design the news programming.” As it is possible to see in the above, when asking questions what documents are used to design the news programming, all respondents gave the same answer.

When we look at the responses of EBC's and FBC's selected respondents to the above questions, they are mostly similar, but there are also differences.

EBC respondents from Code 1 to Code 12 and FBC respondents from Code 1 to Code 8 were asked by a total of 20 respondents about the purpose of night Amharic prime time news programming; they responded by saying that it was to educate, inform and entertain the audience by covering political, economic, social and developmental agendas.

On the other hand, when asked what news category of night Amharic prime time news takes a long airtime and why, all EBC and FBC respondents said that the current affairs and local news take a long airtime. Respondents said that the reasons EBC and FBC editorial policy forced to give more airtime to current affairs and local news because the media should have a responsibility aware of the public by giving especial priorities about the current affairs and local news focused on politics, economy, social issues and development.

From the respondents' response to news stories selection and news programming design, we understand that EBC and FBC have something in common. The documents used by EBC and FBC to design the night Amharic prime time news programming process are often the same. They have been used editorial policy, news manuals, rules and regulations of the country, rules and regulations of the media and laws issued recently and directives.

According to the respondents view, even if EBC and FBC lightly have the same news stories selection and programming design approach; EBC follows the geographical and significant news casting model but FBC uses significant news casting model. EBC also focuses on current affairs and local news, while FBC focuses on both local news and advertisements.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

5.1. Summary

The main objective of this study is to analysis comparatively night Amharic prime time local news programming process: EBC and FBC in focus. To address this objective this study used qualitative research method using descriptive research designs. Since it enabled this study researcher to come up with findings that would help demonstrate the prime time news programming process, examine the features of EBC and FBC news categories and look into EBC and FBC TV's news casting model.

In this study, the major sources of data were EBC and FBC Editorial Policy, News Manuals, prime time news programming related documents, observation and interview. The key interviewee in the study is those prime time news program editors, senior reporters and managers of both media houses.

The study focused on prime time (7:00 pm – 9:00 pm) night Amharic local news programming process, because in this time vital national social, economic, political and developmental issues are being broadcast in EBC and at the same time FBC. Parallel to these, most of the people have a tendency to watch television after arriving home from work, school, college, universities and so on. Here the researcher specially focused on the three variables /the target media news categories, prime time news programming processes and news casting model of EBC and FBC/. The study does not include other television news programs.

The findings of the study show that in both media, the night Amharic prime time news programming has a critical role in informing, educating, entertaining, and encouraging public participation in a variety of current affairs, events, ideas, comments, opinions.

The difference between the Ethiopian Television and the Fana Television night Amharic prime time news programming process is that the Ethiopian Television starts at 1:00 pm and will end at 3:00 pm and has duration of 2 hours. Looking at the program flow, it includes sports news, starting with current issues. As EBC night Amharic prime time news programming process, it has used only one anchor to manage the expansive airtime and the news program properly. EBC

prime time news shall be transmitted in a manner that clearly differentiates it from other programs.

On the other hand, FBC Fana 90 night Amharic prime time news starts at 1:00 pm and will end at 2:30 pm with a 1:30 hour duration. When looking at the news presentation and the flow, it starts with current affairs and ends with foreign news. The sports news has two sections; the first part is the national news, followed by local news and foreign sports news, followed by foreign news. FBC night Amharic prime time news is presented jointly by male and female providers. Since the providers often change, the listener and viewer have the opportunity to see a new and different face rather than ordinary face. In addition, advertisements and messages are transmitted between the news because the Fana 90 news show format is formatted according to the news show format. Respondents interviewed confirmed that this gave the institution a chance to have a better audience. But FBC waste much expensive airtime with promotions and advertisements during the prime time news programming process.

5.2. Conclusion

This study focuses mainly on the news programming process, the categories and at the same time, the study examines the news casting model. The EBC and FBC night Amharic prime time news programming process comparison analysis is the overall purpose of this study. The programming of the two target Medias, for this study, encourages the audience to be actively involved. With this in mind, the study was conducted using qualitative research methodology, in which document analysis, observation and in-depth interviews were conducted.

According to this research findings, EBC and FBC have implemented the night Amharic prime time news programming according to audience interest, rules and regulations of the country, rules and regulations of the media and laws issued recently.

As EBC and FBC, each news program has its own procedure and approach while entertaining various issues in their daily based schedule. The difference between EBC and FBC, since the time is competitive, the EBC has gone out of its traditional mode of practice but FBC practice a newly news presentation style. The other differences FBC waste much expensive airtime with promotions and advertisements during the prime time news programming process.

At the prime time news categories EBC, data from observations and interviews shows that current affairs and national news were given more emphasis or aired continuously (100%) during the 49 days of observation, and issue-oriented news was aired 16.33% (at a very low level). On the other hand, FBC aired national and promotional news 100% during the 49 days of its observation, and occasionally reported low-level news (12.24%) on issue-oriented news. The FBC gave more emphasis or always uses promotions in the middle of the news, and the EBC only aired on very limited days. So, according to these findings, the main variation here is that EBC basically concentrated public issues and events but FBC focused on both public and advertiser issues and events.

On the other hand, in terms of news cast organization model, EBC is primarily implementing and prioritizing both the geographical and significance news casting model, while FBC is following the significant news casting model at the night Amharic prime time news programming. EBC regularly delivers to regional, national, international, business, sports and finally weather news. FBC is widely used a number of short commercials in the middle of the news.

Other findings of this research, EBC respondents from Code 1 to Code 12 and FBC respondents from Code 1 to Code 8 were asked by a total of 20 respondents about the purpose of night Amharic prime time news programming; they responded by saying that it was to educate, inform and entertain the audience by covering political, economic, social and developmental agendas.

The documents used by EBC and FBC to design the night Amharic prime time news programming process also are often the same. They have been used editorial policy, news manuals, rules and regulations of the country, rules and regulations of the media and laws issued recently and directives.

5.3. Recommendation

In terms of television news broadcast, humans have a variety of needs which they try to fill on a daily basis. The media on the other hand projects what each individual needs and tries to fill the projected needs through the variety of programs offered. So, in light of the data analysis and in-depth interviews of this study, it is worth raising the following recommendation to make the EBC and FBC night Amharic prime time news programming process engaging and holding the audience when the programming is being framed.

According to this research finding, it is appropriate to increase the awareness and understanding of the audience by incorporating different news categories of news of the prime time. Therefore, EBC and FBC should be focused and modernize on programming and presentation style of the prime time news based on audience interest, attitudes, beliefs and demographics.

EBC and FBC in order to retain its audiences should do an inclusive audience research which helps the stations to identify the audiences' interest and the existing gaps.

EBC and FBC news stories categories should deep into the people who are at the peripherals area and economic status instead of concentrating on political elites and their propaganda.

Both EBC and FBC are required to use appropriate news casting organization model to capture the viewer's or listener's attention.

EBC and FBC should use research-based and inclusive news programming to properly monitor the long unlimited airtime they have been used for current affairs and National news. They should work on developing the audience's attitudes, knowledge, and skills by engaging scholars who are well-versed in research, focusing on issue-oriented news, which they report with little attention to their night news programming.

One of the main problems faced this research researcher during data gathering was unwillingness to provide documents (audience survey, news manuals, etc.) either EBC or FBC. It is a mistake to refuse to provide information when the media should be the source of information for all information seekers. Therefore, the idea of denying information in the media needs to be corrected; because the media is inherently informative to all information seekers, not restrictive.

5.3.1. Ethiopian Broadcasting Corporation

Since the time is competitive, the EBC has gone out of its traditional mode of practice, avoiding the practice of providing news for a long time with an ordinary programming style, following audience-oriented approach and using the latest technologies.

There are two major broadcast programming models. These are commercial and non-commercial models. The EBC is usually regarded as one of the best models of public service broadcasting. Because of this reason, the Ethiopian television, which is a national institution, is expected to give public service. Therefore, it should be noted that EBC is designed to serve societies without being compromised by the influence of any advertiser.

5.3.2. Fana Broadcasting Corporation

FBC has the most up-to-date inputs than other domestic Medias, but according to this research finding, it has the lack of skillful professionals to deliver quality information through the use of these modern technologies. Therefore, in addition to empower existing professionals it should be hiring a professional that utilizes the latest technology to make quality prime time news programming process.

Now-a-days, FBC has two clients. These are advertisers and listeners or viewers. But, without well engaged the baseline which is the audience FBC will be out of business. For this reason, FBC should give especial priority and take care of the interest of audience to hold them.

FBC Night Amharic news anchors' unnecessary conversation during the night Amharic prime time news programming process and occasional ideas that appear to be unrelated to the subject matter of the news should be corrected as it is a waste of precious TV airtime.

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Appendix

Appendix – 1

Title of the Research

A Comparative Analysis of Night Amharic Prime Time Local News Programming process: EBC and FBC in focus.

Objective of the Study

The Purpose of this study was to analysis comparatively night Amharic prime time local news programming process: EBC and FBC in focus.

Specific Objectives

1. To analyze the features of EBC and FBC TV night news categories programming, in the Amharic prime time news program.
2. To assess how the night Amharic prime time news program programming /formats are implemented.
3. To look into EBC and FBC TV's night Amharic prime time news casting model.

Research Questions

Considering the detailed objectives of the study, the study tries to find answers to the following basic research questions:

1. What are the features of the categories of news in EBC and FBC TV night Amharic prime time news program?
2. How did EBC and FBC implement the night Amharic prime time news programming?
3. What are the news casting models of EBC and FBC TVs night Amharic prime time news programming?

Method /Short Summary/

The main objective of this study is to analysis comparatively night Amharic prime time local news programming process: EBC and FBC in focus. To address this objective this study used qualitative research method using descriptive research designs. Furthermore, a qualitative approach will provide a deeper understanding of the problem (Creswell, 2002). The qualitative method includes different tools of data gathering among which are: participant observation, interviewing, document analysis, and ethnographic study (Jensen & Jankowski1991). But according to Maxwell (2013), the qualitative data is not strictly dependent on the outcomes of “specified ‘methods’”.

So, these approaches were chosen due to the nature of the objective of the study which makes descriptive study. Since it enabled this study researcher to come up with findings that would help demonstrate the prime time news programming process, examine the features of EBC and FBC TV night news categories of prime time news and look into EBC and FBC TV’s night Amharic prime time news casting model.

Moreover, since the qualitative method is flexible in creating favorable condition between the researcher and the interviewee of the study, the study seeks to make use of this advantage. According to Wimmer& Dominick (2011) qualitative analysis relies mainly on the analysis of observations and words that reflect everyday experience.

Generally, in this study, the major sources of data are EBC and FBC Editorial Policy, News Manuals, prime time news programming related documents and interview. The key interviewee in the study is those prime time news program producers, editors and managers or department heads of both media houses.

Criteria for Prime Time News Program Programming to Be Analyzed:

This study focused on Prime Time (7:00 pm – 9:00 pm) night Amharic local news programs programming process, because in this time vital national social, economic, political and developmental issues are being broadcasted in EBC and at the same time FBC TV’s news programs. Parallel to these, most of the people have a tendency to watch television after arriving

home from work, school, college, universities and so on. Hence, they prefer to relax and watch TV usually after dinner. Here the researcher specially focused on the three variables /the target media news categories of prime time news, prime time news programming processes and news casting model of EBC and FBC/. The study does not include other television news programs, which is not also part of the analysis.

Appendix – 2

Categorization of Night Amharic Prime Time News Programming Analysis

In-Depth Interview Questions

1. What are the objectives of prime time TV news programming?
2. What news category of night Amharic prime time news takes more time? Why?
3. How/where do you select the stories to be casted from the packaged ones?
4. What priorities or casting model do you have?
5. What are the strengths and limitations of prime time news programming?

Appendix – 3

Document Analysis checklist

Documents selected that support for programming decision	Data analyzed	
	EBC	FBC
Editorial policy		
Survey on audience needs		
Audience rating		
Audience feedback report		
Content and format document of the station /News manuals/		

Appendix – 4

SEMI-STRUCTURED OBSERVATION CHECKLIST

General Information

Evaluator /Observer/ Name: Mr. Wondwosen Akale /the researcher of this study/.

Event Name: Night Amharic Prime Time Local News programming Process.

Event Date /Time: January 01/01/2020 – February 30/02/2020 G.C /two months/.

Event Participants: Ethiopian Broadcasting Corporation /EBC/ and Fana Broadcasting Corporation /FBC/ TV’s

Dynamics and Issues to Observe

Name of TV stations	Night Amharic Prime Time News Programming Process Follow-upping Checklist															Remark	
	News categories of prime time news											Programming process indicators					
	Local news	Local features	State news	National/World news	Outside-source features	Issue-oriented reporting	promotion	Sports news	weather	Business	the start of the day's news program	The process of news program of the day	Anchoring presentation style	closing of the day's news program			
EBC	Monday																
	Tuesday																
	Wednesday																
	Thursday																
	Friday																
FBC	Monday																
	Tuesday																
	Wednesday																
	Thursday																
	Friday																

NOTES ON CRITERIA/OUTCOMES

Criteria	Notes on criteria	
Framing of the prime time news program	Intended outcomes	
	Observed outcomes	
	Notes on process & interactions	
Formatting of the prime time news program	Intended outcomes	
	Observed outcomes	
	Notes on process & interactions	
Programming process	Intended outcomes	
	Observed outcomes	
	Notes on process & interactions	

ADDITIONAL NOTES

Issues	Short note about the given issue
Additional Note 1:	
Additional Note 2:	
Additional Note 3:	

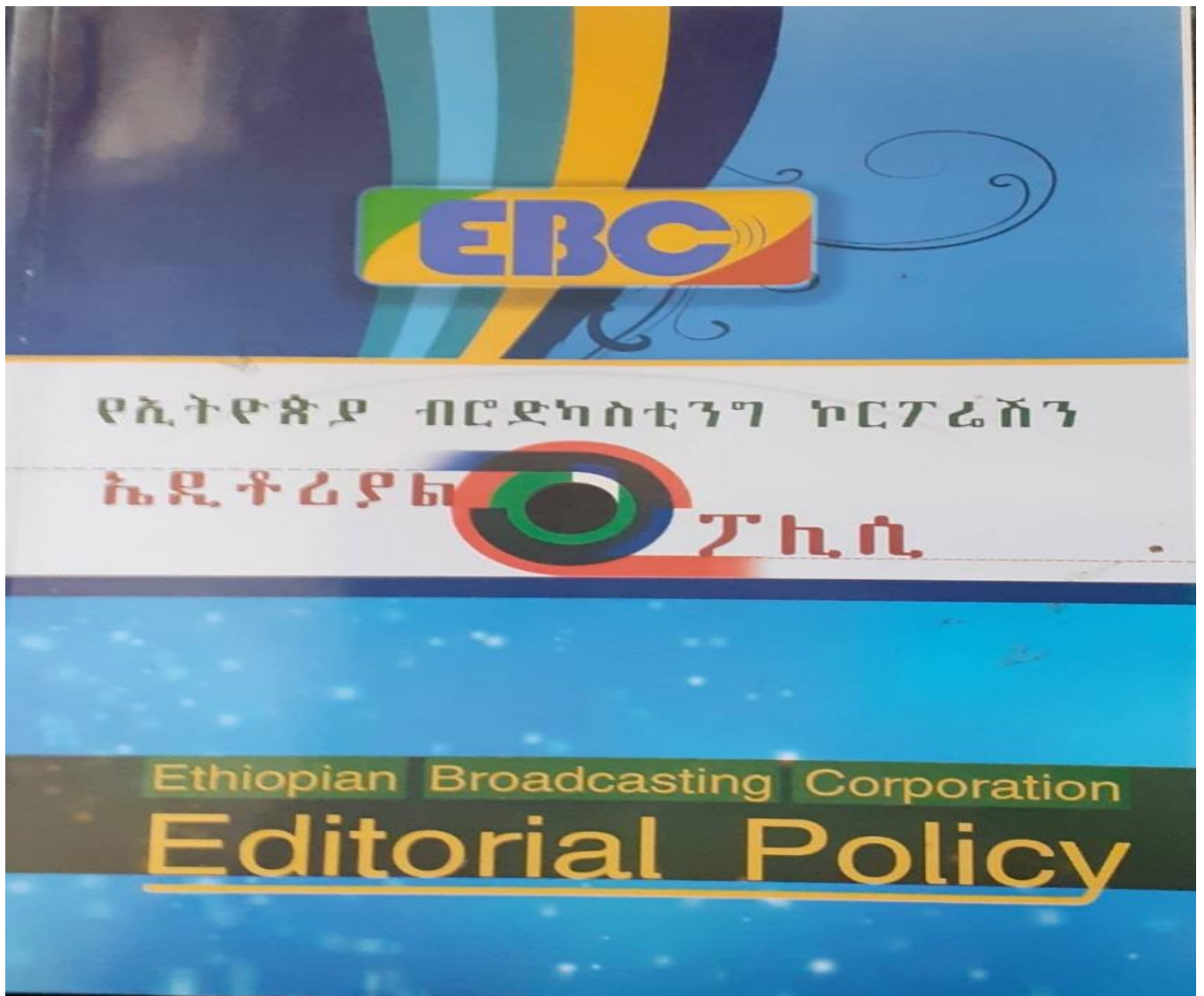
Appendix – 5

News Categories of Prime Time News Programming Process Analysis Coding Sheet

Coder _____ News ID _____ Refer back to group? _____

Name of TV stations	Night Amharic Prime Time News Programming Process Follow-upping Checklist													Coding	
	Name	News categories of prime time news											Guide		Coding values
ID	Local news	Local features	State news	National/World news	Outside-source features	Issue-oriented reporting	promotion	Sports news	weather	Business					
EBC	Frames												Content, image, news angle and time	Social, political, economic and developmental issues framing	
	Formats												The live time show	News arrangement and time slot	
	Programming process												The live time show	Progress indicators focused /starting, presentation and closing/	
	Presentation style												The live time show	Anchoring style and the live media house usage ability	
FBC	News type												Content, image, news angle and time	Social, political, economic and developmental issues framing	
	Frames												The live time show	News arrangement and time slot	
	Formats												The live time show	Progress indicators focused /starting, presentation and closing/	
	Programming process												The live time show	Anchoring style and the live media house usage ability	
	Presentation style												Content, image, news angle and time	Social, political, economic and developmental issues framing	

Appendix – 6





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Ethiopian Broadcasting Corporation

የደዘት ዘርፍ ማንዋሎች ፕራዝ
Content Compiled Manuals



ፋና ብሮድካስቲንግ ኮርፖሬት ኢ.ማ

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