

**ADDIS ABABA UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**A STUDY OF SOURCE CONSIDERATION  
AND NEWS SELECTION IN ETHIOPIAN  
TELEVISION**

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A STUDY OF SOURCE CONSIDERATION AND NEWS  
SELECTION IN ETHIOPIAN TELEVISION

BY  
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## **Abstract**

The study aims to examine the practice of source and story selection in Ethiopian Television (ETV). The study thus explores the dominant sources used within ETV news to see whose views are reflected most in the news and how these sources become frequently used by journalists in the news. The study also examines criteria for selecting stories at ETV. The nature of methodology employed in this study is qualitative. In-depth interviews with key informants and content analysis were used as techniques to gather data.

Some 503 television news stories were collected between 1 May 2006 and 30 May 2006. Key informant interviews were also conducted with media practitioners who are responsible for news production. Results showed that government sources were used as major information providers in 73.4 % of the stories, and government officials were visible in 54.3 % of the stories. The interpretation drawn from these results is that government voices are preferred for news stories, with representatives from other sections of society being given less chance to express their perspectives.

The thesis concludes that that political power is a major source consideration at ETV. The powerful decision-makers at the editorial conference, gatekeepers of the final product, are inevitably members of or sympathetic to the ruling party. With regard to criteria for news selection, issues that deal with development are given priority, and portraying the government positively is also an important criterion for choosing stories. The findings also show that there are both internal and external pressures affecting journalistic decisions, often forcing journalists to practice self-censorship in order to depict the ruling party positively and omit facts that are offensive to the ruling party.

The thesis concludes that different sections of society are not able to communicate their perspectives on ETV since the organization serves as a conduit for government policy messages instead of regularly entertaining diversified views.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1. Background and Statement of the Problem**

Media play a crucial role in informing, educating and providing a platform for public debate and criticism. Providing accurate and balanced news is at the heart of discharging these responsibilities.

Andsager (2000: 578) considers television news as the dominant source of information that has "great potential to influence our day-to-day decisions and to cultivate our perceptions of what issues and events are important in society".

Every day the news media select and present stories that are deemed to be important events of the day, and producers and journalists tend to claim that they serve their audiences with a "window on the world" in accordance with political and legal constraints (Casey et al, 2002:145).

But journalists need sources that can provide them with newsworthy information. The relationship between sources and media is mainly characterized by their interdependence. Sources want access to news, and the media want sources to access information. So, access appears to be the basis for their relationship (Gans, 2004: 115). This relationship suggests at least two key roles of the news media and their sources, selection and influence. On the one hand, this clearly shows the power of media in selecting information to be disseminated to their audiences who cannot have the opportunity to witness every event and incident each day. On the other hand, it tends to acknowledge the power of sources to influence the contents of the media since they are information providers.

By selecting information delivered to them by sources, news organizations set their agenda. Turk, for example, notes that "the information presented in the media and the importance the media attach to this information, can be interpreted as the media's agenda of what is important" (1991:211). The media agenda presented to the public comes from various daily decisions by many different journalists and their supervisors (gatekeepers) about the news of the moment.

Casey et al succinctly express the process. "Through the process of gatekeeping (who is allowed access and who is not) along with agenda-setting (what the context of access will be), broadcasters define the parameters of, and are able to manage, access production" (2002:2).

The term "access production" refers to those forms of programming that allocate televisual space to members of the public in order to ensure that all sections of society are represented. Campbell also argues that the relationship between sources and journalists could also affect "the environment in which journalism operates" (2004: 80).

Campbell further recognizes the power of sources in manipulating journalism that often leads to the misrepresentation of subjects. Herman and Chomsky, as cited in Casey et al (2002:2), argue that business and government elites, through the structure of news reporting, are able to ensure that certain views prevail. This could happen through the structures of ownership, the ability of the elites to construct themselves as news sources, and from the power of elites to put pressures on news organizations, among others. "News thus becomes a means for the ruling group to control ideas in the society to produce its pre-eminence" (Casey et al, 2002:214). This in turn undermines the opportunity for all society

to express their views. This could also affect the democratisation process of a nation.

In a democratic society, the news media play an indispensable role. They provide the information that sovereign people require in order to form opinions on matter of public policy and to make judgments about the performance of the representatives and leaders they have chosen...when the news media fail in these responsibilities, the sovereignty of the people, an essential characteristic of democracy, will be impaired. (Mills, 2003)

Ethiopian Television (ETV) is the only national television station in Ethiopia. It broadcasts news in three local languages, Amharic, Afaan Oromo and Tigrigna, and one foreign language, English. As the sole national television station in the country, ETV serves as one of the dominant sources of information in Ethiopia.

Like other news organizations, Ethiopian Television selects news sources and stories to provide its audience with information which is newsworthy. The television station, as a state-run media, has also legal backing to "entertain diversity in the expression of opinion" (The Constitution of the Federal Democratic Republic of Ethiopia, 1995: 89).

However, ETV does not appear to entertain much diversity of views in the news. For example, Solomon Hailemariam (2005) argues that the Ethiopian government in power has tried to influence news in its favour and impede the public from accessing counter views. The attention of this researcher, however, was drawn to the source and news selection process of Ethiopian Television.

Turk (1991:212) states that news media organizations decide who makes the agenda of important of "news" presented to the public. He argues that the sources of the raw material upon which journalists rely may

ultimately, therefore, have much to do with the media's agenda.

This researcher, therefore, is of the opinion that exploring the sources and story selection process of the station could help us better understand why ETV airs certain stories and excludes others, answering questions such as why certain sources are preferred by the news organization, how they select stories, and what factors affect these decisions.

Therefore, the study attempts to explore sources and story selection in Ethiopian Television. In doing so, the study has attempted to find out the dominant sources of news, how frequently they appeared in the news, news selection criteria and also the pressures affecting journalistic decision-making in producing news.

## **1.2. Objectives of the Study**

The study has the following objectives:

- to discover the dominant sources within Ethiopian Television news
- to examine sources and story selection criteria in Ethiopian Television
- to explore factors that affect the source and story selection process in Ethiopian Television.

## **1.3. Research Questions**

The study will attempt to answer the following questions

- Who are the dominant sources within Ethiopian Television news?  
And how do they become frequent sources of news?

- What are the major criteria of news selection in Ethiopian Television?
- What are the factors that affect the news selection process at Ethiopian Television?
- Are there pressures affecting the journalistic decision-making process in Ethiopian Television, when journalists choose news sources and news stories?

#### **1.4. Limitation of the study**

The researcher has chosen Ethiopian Television for this study. This is because the sole television station is an important medium for a growing number of viewers in different parts of the country. The choice of television for this study is relevant since ETV is also an important source of information for elite and powerful groupings, who tend to be concentrated in urban areas and have the potential to affect the editorial decision-making process.

In undertaking this study, the following have been major constraints faced by the researcher.

- Since Ethiopian Television is the sole television station in the country, the researcher cannot compare the practice of source and story selection with other television station.
- Ethiopian Television broadcasts news in four languages. However, not all news broadcast in the four languages could be used for the content analysis due to logistic and linguistic constraints.
- Some respondents were also reluctant to express their views

overtly.

- A shortage of reference materials and relevant literature on the topic.
- Insufficient time allotted for the study was also a major impediment.

### **1.5. Significance of the Study**

Although the operation of news media in Ethiopia traces back a century, there is a paucity of research in this field. This gap appears to be a major impediment for enhancing the contribution of Ethiopian media to advancing the country's move towards democracy and development. Thus, this study could contribute to enhancing an academic understanding of Ethiopian media. The study could also help Ethiopian Television themselves to examine the practice of source consideration and news selection decisions. Thus the study could give insight to ETV and consequently perhaps improve the quality of its news.

Ross and Nightingale (2003:100) notes that identifying who is encouraged to access the media, whose voice is heard and whose denied, who is credited as a credible source and who remains invisible, are all pertinent questions to raise in an effort to understand our political world and our potential for democratic participation. The study would then help ETV in discharging its huge responsibility of serving the public and contributing its share to the democratisation process of the country. The study would also help other media organisations to consider their news making process. Academic institutions and other stakeholders could also benefit from the study as it could motivate further research in this area.

## **1.6. Organization of the study**

The thesis consists of five chapters. Chapter one presents a general background of the study and research objectives. This Chapter also outlines the limitations and significance of the study.

Chapter 2 is devoted to the theoretical considerations and scholarly opinions underpinning the study. In doing so, an attempt has been made to define news and news sources and review source consideration, news selection, and factors that affect news editorial decision-making process. The Chapter also discusses two important theories: the agenda setting and gatekeeping theories that serve as a framework for the study. This Chapter also briefly introduces Ethiopian Television, a news organization which the study examines in an attempt to explore its source and story selection processes and decisions.

The methods, procedures and sampling techniques employed in the study are the focus of Chapter 3. This Chapter gives the rationale for the adoption of qualitative method in the study. It consequently places its emphasis on the relevance of two techniques of data gathering: in-depth interviews and content analysis for the study. The Chapter also discusses the sampling techniques employed in the study. In Chapter 4, the findings of the study are discussed in relation to the research issues raised in the introductory Chapter. In this Chapter, an attempt has been made to revisit the theoretical perspectives highlighted in literature review (Chapter Two) and integrate them with the findings. Therefore, this Chapter unfolds the results by presenting concurrently data gathered through in-depth interviews and content analysis.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1. News**

Finding a universal definition for news is very difficult for its nature cannot easily be defined. Thus, creating a formula for events and information that are to be deemed newsworthy is difficult. Despite the difficulty to define it, news is continually desired and offered in the course of communication, because it is a valuable commodity of social exchange. Consolidating this argument, Roscho explains news as "a consequence of the human desire and need to know the state of the surrounding social and physical environment" (Roscho, 1999:33).

Gans (2004:80) takes this further and defines news by incorporating the major media actors and the roles of journalists. According to him, news is "information which is transmitted from sources to audiences, with journalists -who are both employees of bureaucratic commercial organizations and members of a profession - summarizing, refining, and altering what becomes available to them from sources in order to become the information suitable for their audiences" (2004:80). Gans here clearly points out the role of journalists in processing the information they obtain from their sources.

For Defleur and Dennis, news is the most powerful media outlet that can make a significant contribution to building a democratic society by depicting a reasonably true picture of what is going on, creating what should be a close correspondence between the "world outside" and the "pictures in our heads" of that world (1981:325).

Information that is easily available via the new media also has its own implications for society. Hachten attaches paramount importance to the diversity of views that are reflected through news. "A democratic society, it is argued, requires a diversity of views and news sources available - a marketplace of ideas - from which the public can choose what it wishes to read and believe about public affairs" (Hachten, 1998: 37).

It seems in this light that Schudson (1995:28) suggests seven goals of news media for democracy. First, the news media should provide citizens with fair and full information so that they can make sound decisions as citizens. Second, the news media should provide coherent frameworks to help citizens comprehend the complex political universe. They should analyze and interpret politics in ways that enable citizens to understand and to act. Third, the media should serve as common carriers of the perspectives of all varied groups in society; they should be "multiperspectival". Fourth, the news media should provide the quality of news that people want. Fifth, the media should represent the public and speak for and to the public interest in order to hold government accountable. Sixth, the news media should evoke empathy and provide deep understanding so that citizens at large can appreciate the situation of other human beings, notably non-elites, and learn compassion for them. Seventh, the news should provide a forum for dialogue among citizens that not only informs democratic decision-making but is, as a process, an element in it.

Schudson also argues that the news constructs a symbolic world that has a kind of priority, a certification of legitimate importance (1995: 33). He points out that the symbolic world constructed by the news and is easily available, is the property of all citizens. This in turn makes the news a valuable resource when citizens decide to take political action.

This explanation underscores the significant role of news in forming public knowledge and consolidating the democratic culture of the society.

## **2.2. Sources and Journalists**

Every day news media practitioners select and present stories that are deemed to be the important events of the day, and producers and journalists tend to claim that they serve their audiences with a “window on the world” in accordance with political and legal constraints (Casey et al, 2002:145). But journalists need sources that can provide them with newsworthy information.

Gans acknowledges sources as information providers; members or representatives of organized and unorganized interest groups, and yet larger sectors of nation and society. These actors can be those who are observed or interviewed by journalists, including interviewees who appear on the air or who are quoted in different outlets of the media, as well as those who only provide background information or clues of a story (2004:80). Williams (2003:115) also puts sources at the centre of news production, as “most events are never witnessed by reporters”.

Mwaffisi (1994:161) also considers sources as the "lifeblood of journalism because without them there would be no news, without news journalism would not exist". The relations between sources and journalists can have significant implications for the nature of news production (Campbell, 2004:79). Turk (1991: 212) elaborates on the power for both journalists and sources. On the one hand, journalists have power in selecting information from an array of sources and events on the basis of perceived utility in producing news that will meet organizational requirements. On the other hand, sources select from an even wider array of information and techniques for disseminating that information

through news media, which are deemed to be appropriate to them.

At the heart of the relations between sources and journalists, however, is the question of access. Nicola Horlick, quoted in Campbell, raises two issues that are the reasons for the relations between journalists and sources:

First, journalists rely on people to talk to them in order to get their job done – journalists need sources. Second, a wide range of people and organizations often seek news coverage or more accurately positive news coverage. (Campbell, 2004: 80)

Campbell (2004: 80) also cites Ericson et al (1989:5) who make further distinctions between the coverage and access that are at the centre of journalist-source relations. Coverage, according to Ericson et al, refers to independence of news organizations to report on people and organizations without those individuals or bodies influencing content. On the other hand, access is a term used to explain the influence of sources in the production of news items resulting in 'favourable representations' for the sources.

### **2.3. Source Considerations**

Journalists determine the suitability of sources on the basis of a number of interrelated considerations. They focus on the most suitable sources to ensure efficiency. The efficiency can be measured in terms of time and cost. Reporters who have only a short time to gather information must therefore attempt to obtain the most suitable news from the fewest number of sources as quickly as possible, and with the least strain on the organizational budget (Gans, 2004:128).

Gans identifies six major source considerations. These are past suitability, productivity, reliability, trustworthiness, authoritativeness and articulateness.

**Past Suitability** - If sources have provided information leading to suitable stories in the past, they are likely to be chosen again, until they eventually become regular sources. However, regular sources may not be given a chance to be selected for they tend to bring repetitious information over time. This makes journalists "bored" and results in dropping them from the news "because we have seen them too often lately".

**Productivity** - the ability to supply a lot of information without undue expenditure of the media's staff time and effort is considered an important criterion in selecting sources. This mainly pertains to the logistics of the news organization.

**Reliability** - story selectors prefer sources that are reliable, as they then need not spend much time checking facts. However, reporters have a responsibility to get the facts from at least two separate and independent sources if the story is to be readily believed and requires proof.

**Trustworthiness** - reporters may not always check facts easily, but they want to ensure the reliability of the story. This ambition leads them to look for trustworthy sources: those who do not limit themselves to self-serving information, try to be accurate, and, above all, are honest. Reporters keep a continuing check on the honesty of sources, remember when they have been lied to, and inform story selectors accordingly while selling them their stories.

**Authoritativeness** - "All other things being equal, journalists prefer to resort to sources in official positions of authority and responsibility". This is linked to trustworthiness. Story selectors consider themselves more

trustworthy if only because they cannot afford to lie openly; they are also more persuasive because their facts and opinions are official. Reporters are also comfortable to use authoritative sources. This is because when stories become controversial, journalists can defend themselves before news executives by having relied on authoritative sources. However, this top-down coverage has been a concern for many scholars. Gans, for example, argues that top-down governmental news has many problematic consequences. “For one thing, it reflects the perspective of those at the top, who tend to see the mass of the population as constituencies and their official capacities, and visit mainly at election time” (Gans, 2003:46). He further argues that top-down news turns journalists into messengers of the very political, governmental and other leaders. This could undermine the political roles citizens themselves actually play. “Despite the lip service journalists give to citizens participation, how and why people participate, other than voting, is rarely reported”(Gans, 2003:45).

**Articulateness** - Apart from trustworthy and authoritative sources, journalists want sources who are able to make their points as concisely, and preferably as dramatically, as possible.

#### **2.4. Stages of News Making**

Golding and Elliott (1999:12) list four major elements in producing news in a news organization. These are planning, gathering, selection and presentation. At the planning stage, attempts are made to reduce the uncertainty of random and unpredictable events by plotting events in advance and determining which are to become news. News organizations often have a long-term plan that considers general themes and policies to be included in news coverage. For a short-term plan, which serves to determine daily news production, Golding and Elliott (1999:112) suggest

two mechanisms: the diary and the editorial conference.

The diary is an important document that "records predictable events that merit coverage by their unquestionable public importance" (Golding and Elliott, 1999:113). It also contains less significant events that could be included or rejected in news coverage. The diary is a central document that suggests stories to be included in the news bulletin. Amplifying its importance, Golding and Elliott (1999:113) describe the diary as "the implicit script of news". The diary can be written from the press releases and invitations which stream into the newsroom.

According to Golding and Elliott, the daily routine of planning is conducted at editorial conferences. The next is gathering of news. At this stage, Golding and Elliott put three considerations in gathering news for broadcast news media.

First, broadcast journalism actually produces far fewer stories per day than newspaper journalism; there is just not the space for a large volume of reportage. Second, the demand for film or tape accessories to a story puts premium on swift, individual reporting, and as it's most cumbersome involves a full team of reporter, cameraman, sound-man, lighting man and associated equipment which cannot possibly be as mobile or flexible as one man and a note pad. Third...broadcast journalism is inherently passive because of labour and resources required for processing, as opposed to gathering news. (1999: 114)

At the selection stage, different considerations will be made. Gans (2004) outlines three considerations for selecting stories. These are substantive, product and competitive considerations. These are discussed below under the topic "The Organization of Story Selection".

The last stage is presentation. At this stage, greater attention will be

given to the audience, "what audiences will and will not accept, comprehend or enjoy" Golding and Elliott (1999:117). This consideration of audience can also affect the production process as it can influence story selectors.

## **2.5. Gatekeeping**

Gatekeeping is defined as "the process by which the billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day" (Shoemaker 1997 cited in Barzilai-Nahon, 2004).

Gate here refers to an 'in' or 'out' decision point, while the gatekeeper is the one who determines what information exits the channel (Barzilai-Nahon, 2004). The concept of "gatekeeper" was introduced by Kurt Lewin, who said that certain individuals or groups in position of the gatekeeper have the power to say whether a piece of information is included or excluded (Williams, 2003). The above definitions and explanations suggest that the power of gatekeepers is not limited to making decision on a piece of information. Rather, gatekeepers have the potential to determine public knowledge in which information is the basis. "Important to realize is that gatekeepers are able to control the public's knowledge of the actual events by letting some stories pass through the system but keeping others out" (University of Twenty, 2004).

The theory of gatekeeping is well suited to selecting and shaping news for it has served communication scholars as a framework for analyzing; evaluating and comprehending how news selection occurred and why some news items were selected while others were rejected (Barzilai-Nahon, 2004). Thus editors and reporters who are involved in making decisions on what should come out as news are gatekeepers. According

to Gieber (1999:218), the term gatekeeper encompasses newsmen employed by a news-gathering bureaucracy, news sources outside of the news bureaucracies, members of the audience who influence the reading (watching) of other members of the audience. All these persons are gatekeepers at some point. This study, however, concentrates primarily on gatekeepers in news organizations. Hence, gatekeepers have huge responsibilities in constructing news. This also indicates that the key role gatekeepers should play in providing a 'market place of ideas' as noted by Hachten (1998) from which the public can choose as well as make decisions on issues that affect it.

While recognizing the role of gatekeepers in news selection, scholars of communication offer different views on how gatekeepers carry out their activities. Some scholars like David Manning White argue that an editor's selection decisions are highly subjective. On the other hand, other scholars proposed that personal subjectivity was not as important a factor as "the number of news items available, their size and the pressures of time and mechanical production" (Barzilai-Nahon 2004). Contrary to White, Williams (2003:103) maintains the view that the organization and its procedures are important factors in the selection process.

White's approach to the study of gatekeeping also differs significantly from the approach taken by other scholars in terms of the number of gatekeepers. While the former emphasizes the decisions made by one person, the latter consider media organizations as "monolithic, with individual workers collectively acting as one gatekeeper" (Barzilai-Nahon, 2004). Williams (2003) is among the scholars who recognize the prominence of organizational decision. "Purely individual decision-making is seen as a rare occurrence and rejected in favour of

understanding the group dynamics characterizing media work" (Williams, 2003:103).

Although the gatekeeper's choices are a complex web of influences, preferences, motives and common values, gatekeeping is often a routine, guided by some sets of standard questions. This shows that organizational decision appears to be prominent in modern journalism, because news organizations have developed their own rules and regulations on how to select sources and stories. Ethical guidelines and editorial policies developed by news organizations have also made news selection organizational.

Williams (2003) identifies three levels at which media organizations and media work, and their influence on media content. In other words, these categories can be used to identify issues related to the gatekeeping process and gatekeepers.

The first category concentrates on the individual level, which looks at the extent to which individuals are responsible for deciding media content. Williams (2003) argues that the gatekeeper's preferences, the social background and experience that shape these preferences, the professional ideologies under which he or she works and the practices that are adopted in daily work can determine content of the news (2003:97). Kahneman, et al., 1982, cited in Barzilai-Nahon (2004) also point out that at this level, the focus is on models of thinking; that is, how gatekeepers evaluate and interpret messages. Shoemaker and Reese (1991:54) also identify three different factors that influence the performance of media workers. Personal attitudes, values and beliefs are categorized as one factor while social background and experience are the other factor. Professional orientation and practices are also recognized as another important factor.

The second category focuses on organizational structures and routines and their influence on media practitioners and their work. Routines are defined as “patterned and repeated practices people learn in order to carry out certain tasks” (Williams, 2003:100). Routines play a crucial role in determining what should come out as news from the millions of events happening everyday. Thus, events must be compatible with these routines to be newsworthy. Routines have also been used to effectively use space and time, minimize risks, which can include a range of considerations from being involved in a libel suit to protecting individual workers from criticism by their peers and the public (William, 2003:101). Thus this refers to internal factors that vary by organization and, at times by a group’s decision-making patterns. "From the organization’s point of view, a successful gatekeeper is a person or group who fully represents its interests in its operations" (Barzilai-Nahon, 2004). The argument here is that media content is shaped more by media organizations, which are characterized by hierarchy, division of labour, and routine, than individuals. "News changes very little when the individuals who produce it are changed" (Golding and Elliott, 1979, quoted in Williams, 2003:97).

The third level is the interaction between media organizations and the wider social, political and cultural environment within which they operate. This concentrates on external factors that shape the content of the media. The images, languages and discourses in the news often reflect the culture of the society (audience of the medium). Media organizations and media practitioners operate within a culture from which they are obliged to use cultural symbols. "The culture we live in, the taken for granted values that permeate society, are seen as shaping the news judgment, news selection and news values" (Williams 2003:118). Sources of information, revenue sources, technology, political

and legal environment, and perceptions of what audiences want could be cited as major external factors.

## **2.6. The Organization of Story Selection**

As discussed in the above section, the content of the media is basically determined at three levels. The first is at an individual level, which is expressed as a “communicator-centred” approach. The second is an “organizational-centred” approach, in which the content of the media is decided mainly based on the ways in which the media organize work, the roles and routines laid down by the media organizations for individual workers to follow. Apart from individual and organization approaches, there are also external factors such as technology, social institutions and culture that shape the media's content (Williams, 2003: 120). However, despite several factors that influence their selection, many scholars agree that group decision-making is prominent while journalists work to narrow million of events that happen everyday around the world into the comparatively few stories they actually present.

Gans outlines three considerations journalists make to judge suitability of stories for the medium. These are substantive consideration, product consideration and competitive consideration (2004: 146).

### **2.6.1. Substantive Considerations**

Substantive considerations refer to judging story content and news worthiness of what sources supply. These considerations are well known as news values. These values are deemed to be important in making-decision on events that get into the news. Although these values are considered by many as very helpful instruments in determining news, there are some scholars who argue against this practice. The argument is

that "news values become a way of making sense of, even legitimizing, selection decisions in journalistic terms, as opposed to more pragmatic terms" (Campbell 2004:117).

Lack of organizational frameworks is also another challenge for judging news in terms of the values accepted by the journalists within a news organization. Consistent use of the values by individual journalists is also another important issue of debate. Some journalists make decisions based on their professional judgment and situation-specific (i.e. what is major news one day may not be the following day) (Campbell: 118). However, these criteria or news values help to 'systematically construct rather than simply accompany the gathering of news' (Branston and Stafford, 2003:136).

A similar view is shared by Golding and Elliott (1999:119), who consider news values as "qualities of events or of their journalistic construction, whose relative absence or presence recommends them for inclusion in the news product". They also suggest that news values derive from unstated or implicit assumptions or judgements about three things: the audience, accessibility, and fit. Is this important to the audience or will it hold their attention? Is it of known interest, will it be understood, enjoyed, registered, perceived as relevant? These are all questions of audience consideration. Accessibility is seen in two senses: prominence and ease of capture. Prominence deals with the extent to which the event is known to the news organization, how obvious it is, and whether it has made it apparent, while ease of capture refers to how available to journalists the event is, whether it is physically accessible, technically manageable, in a form amenable to journalism, ready-prepared for easy coverage, and will require great resources to obtain. Fit is linked to organizational factors. Is the item constant with the pragmatics of production routine, is it commensurate with technical and organizational

possibilities, is it possible with the exigencies and constraints in program making and the limitations of the medium? Does it make sense in terms of what is already known about the subject?

Different theories on news values have been developed since Galtung and Ruge (1965) identified some criteria for judging the newsworthiness of information. The scholars have tried to develop these news selection models based on the analysis of news contents, survey or interviews with practicing journalists.

Most of the models have shown similarities since they emphasise three issues: impact, audience identification and pragmatics of media coverage. With regard to impact, Galtung and Ruge (1965) highlight threshold, frequency, negativity, unexpectedness and unambiguity. These values are often found in different news models.

Threshold appeals to the 'size' of the event that is considered 'newsworthy' (Branston and Stafford, 2003: 137). A big story is one that has an extreme effect on a large number of people (Galtung and Ruge, 1965). Frequency or the time scale of events (Branston and Stafford, 2003: 137) is also one criterion. "Events that occur suddenly and fit well with the news organizations schedule are more likely to be reported than those that occur gradually or at inconvenient times of day or night" (Galtung and Ruge, 1965). If large numbers of people are affected by a story, journalists tend to consider the story as important (Gans, 2004:152). Examples of this kind are inflation, unemployment, floods, forest fires, and epidemics.

Negativity is to illustrate that bad news is more exciting than good news. "If it is news, it is bad news" (Branston and Stafford, 2003: 137). Accordingly, a wide variety of natural, social, and moral disorder stories

as well as abnormality and violation of national values are taken as newsworthy (Gans, 2004: 152). Conflicts between people, nations or viewpoints (Casey et al, 2002:145) and catastrophe or images of violence (Branston and Stafford, 2003: 137) are considered to be valuable.

Unexpectedness or untypicality, as expressed by Casey et al, is also another important criterion. "If an event is out of the ordinary, it will have a greater effect than something that is an everyday occurrence" (Galtung and Ruge, 1965). These could be stories that disrupt normality (Casey et al, 2002:145). Regarding unambiguity, Galtung and Ruge (1965) point out that "events whose implications are clear make for better copy than those that are open to more than one interpretation, or where any understanding of the implications depends on first understanding the complex background in which the events take place."

There are also news values that take into account the needs of the audience of the medium. Personalization is making the events as the actions of people as individuals. Therefore, events that amplify actions of popular individuals are newsworthy (Branston and Stafford, 2003: 137). Meaningfulness or proximity or familiarity relates to 'closeness of an item to news audience for that news institution' (Branston and Stafford, 2003:137) or "the sense of identification the audience has with the topic" (Galtung and Ruge, 1965). Therefore, stories concerned with people who speak the same language, look the same, and share the preoccupations as the audience receive more coverage than those concerned with people who speak different languages, look different and have different preoccupations. Reference to elite persons or elite-orientation is also another criterion for choosing stories. Stories concerned with the rich, powerful, famous and infamous get more coverage. The reason for choosing elite people, institutions and societies is partly "because they have wider symbolic value" (Casey et al., 2002,145). Likewise, Gans

argues that the governmental hierarchy is more 'visible' and nicely 'rank-ordered' than other national hierarchies like those based on power, wealth, or prestige. "Actors outside the governmental hierarchy are harder to evaluate, since journalists have no easy way of determining whether the head of one corporation is more newsworthy than head of another when both do or say the same thing" (Gans, 2004:148).

### **2.6.2. Product Considerations**

Product consideration encompasses medium consideration, format consideration, and balance (Gans, 2004: 157). Medium consideration focuses on technological distinctiveness of the news medium. For instance, news selectors for television tend to give most thought to news that lends itself to filming.

Similarly, format consideration mainly relates to organizational factors that influence news selection decision. Format is often considered as invisible for journalists rarely consider it, but it is an important criterion (Campbell, 2004:112). Format is mainly related to time or duration of a story.

Balance is another issue with regard to product consideration. "A balanced news program or magazine issue presents a diverse collection of stories, the assumption being that audience attention is best held by diversity" (Gans, 2004:173). This entails that balance is a form of audience consideration. Balance therefore includes story mixture (good versus bad, serious versus light, lengthy versus short), subject balance (diplomacy, health, gender, politics, etc), geographical balance and political balance (ruling party, opposition, etc).

### **2.6.3. Competitive Considerations**

Competition can be seen at individual and organization levels. Journalists compete with each other within a news organization. The competition can also be external. Story selection is, however, affected by external competition, which is dyadic. This may be because they lack time and energy to worry about more than one competitor. Dyadic competition can affect story selection in at least three ways. First, news organizations can leave some important stories out and look for exclusives if other media access the same sources or events. Conversely, story selectors may choose stories, which are not considered to be important, because they expect the rival to do so. The third is omission of a story to avoid being viewed as imitating or falling behind the competition (Gans, 2004:177).

### **2.7. Agenda Setting**

People depend on mass media to tell them what is happening and provide them with a picture of the external world. However, people not only obtain factual information about public affairs from the news media, they (readers and viewers) also "learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news" (McCombs, 2006). This in turn suggests that the news media have profound power to set a nation's agenda by drawing the focus of the public towards few key issues. Thus, agenda setting is defined as the process whereby the mass media determine what we think and worry about (Spring, 2002). This clearly shows the key role news media practitioners play in selecting news sources that can provide them with the issues they are looking for. They can also decide which part of the news story should reach the audience.

In explaining the process of agenda setting, Defleur and Dennis (1981)

put selection at the centre. According to them, the process starts when the news media select a limited number of items from the social environment everyday to process them as “news”. The process also includes rejecting even newsworthy events because of limited space and journalistic beliefs as to ‘what people really want to hear about’. Providing prominence - more or less space, time, or attention-commanding positions in news presentations - to the selected items is also the next important step in defining some news items as more important than others (Defleur and Dennis, 1981:496).

The agenda-setting concept can be applied to different media. However, it has gained much recognition in the field of television news. "News programmes, it is asserted, are able to set in choice and ordering of items, by privileging of one voice before another, in more or less combative intervieweing techniques embedded in every day practices of the profession" (Casey et. al, 2002:7). Thus, gatekeepers who make important decisions on issues to be included in the news play a key role in setting the media's agenda. Here reporters can also be agenda setters because they may frame stories by what they include or omit (Fico and Freedman, 2001).

Agenda setting has two levels (Spring, 2002). The first level refers to “the common subjects that are most important”, and the second level is about judging “what parts of the subject are important”. For example, the media's agenda-setting power during an election may affect the campaign undertaken by candidates. The emphasis could also have impact on candidates’ approval, depending on whether their stances on those issues are popular or unpopular.

McCombs used the term objects to refer to the subjects that are primarily selected by the media as the most important. These are the issues that

define the agenda. "These objects are public issues, but they could be other items or topics, such as the agenda of political candidates during an election. The objects are the things on which the attention of the media and the public are focused." (McCombs: 2006). At the second level of agenda setting, we find, according to McCombs, attributes, those characteristics and traits that describe the object. He argues that for each object there is also an agenda of attributes. To emphasize this point, he mentions the focus given to some parts of a subject. "When the media and the public think and talk about an object, some attributes are emphasized, others are given less attention, and many receive no attention at all. This agenda of attributes is another aspect of the agenda-setting role of the news media" (McCombs, 2006).

This could influence the public evaluation of political actors as a direct outcome of agenda setting. Iyengar and Kinder cited in Kim, Scheufele and Shanahan (2000:7) argue that "when making decisions about political actors or public figures, audience members rely on those issues as a basis for evaluation which are most salient to them at the time they make the decisions". This process is referred as priming. Kim, Scheufele and Shanahan (2000:8) also note the role of media in framing certain issues. Framing, according to them, is the media's role in reducing the complexity of issues by presenting news in easy-to-understand interpretative packages or frames. These interpretative shortcuts can lead the public to make attributions of responsibility or other judgements for the same factual content. Many scholars, however, consider priming and framing as a natural "extensions" of agenda setting. Weaver, McCombs and Shaw are cited in Kim, Scheufele and Shanahan (2000:8) as supporters of this view.

In discussing the agenda setting function of the media, the crucial question is not only how the media sets their agenda, but who and what

helps to set the media agenda?

Casey et al identify three major factors in the construction of news. This can also suggest how and who set the media's agenda. First, sources shape news. These sources could be government agencies, corporations, pressure groups and the public relations. Thus, they stress availability of sources as a major factor in setting the media's agenda rather than the reliability of sources. In describing politicians' determination to set the news agenda, Franklin (1994:3) uses the term 'packaging of politics', which means using the media to inform, shape and manage public discourse about policy and politics. Thus, politicians in government and political parties often have a strong desire to package politics using the media and market their policies and their leaders to the public. This ambition of the government to secure publicity can ultimately influence the media to act as conduits for government policy messages. This makes the relationship between the government and the media asymmetrical, the former achieving its objectives. But readers and viewers sometimes mistakenly take the message (content of the news) as the work of independent journalists (Franklin, 1994:60). This relationship poses threats to democracy, according to Franklin.

In these circumstances, the role of media in informing the public sphere and creating the 'informed citizen' who makes 'rational' policy choices may substantially be diminished as governments try to set the media agenda in ways which exclude certain policy options rather than offering audiences the widest possible policy agenda. (1994:6)

The second factor in the construction of news is professional and organizational contexts. These contexts include the role of gatekeepers and other key personnel with the power and ability to make key decisions on what is included, and where, in a newscast. These contests can embrace resource constraints and bureaucratic rules and routines,

deadlines, availability of raw material such as images.

The third factor in the construction of news, according to Casey et al, focuses on news values, the professional informal principles which define what is newsworthy and which are deemed to shape selection, ordering and presentation of news. Turk (1991:211) also acknowledges journalistic values as an important factor in deciding what gets on the agenda of important "news".

## **2.8. Pressures Affecting Journalistic Decisions**

The word pressure refers to criticism, organized or unorganized protest as well as threats against journalists and their organizations (Gans 2004:249). This pressure can affect the independence of journalists and might cause information to be distorted either in pursuit of rewards or because of fear of consequences, either economic or political. Mills argues that there should be no explicit or implicit pressures on the news media to offer information that is less than as complete and accurate as possible (Mills: 2003).

"Journalism is credited with being one of the upholders of freedom, a guardian of democracy, a watchdog of justice and the voice of the people" (Mwaffisi, 1994: 161). Therefore, while discharging this lofty responsibility, journalists need to use their power to determine what news story enters the symbolic arena without any form of pressure.

Pressure on journalists can sometimes come from advertizers who contribute to the free flow information by investing their money in media (Gans, 2004:249). Advertizers can put pressure on story selectors or gatekeepers to take out or alter news, which they perceive has damaging effects on them although this probably does not happen at all Ethiopian

state-run media like Ethiopian Television.

Gans notes that journalists can be placed under pressure to censor and self-censor from politicians or government officials more often than from business people (2004: 260). This issue is often highlighted in many African countries. According to Kassoma, because of censorship and self-censorship, journalists tend to publish stories that please people in the government since they are aware of the fact that "they can only publicize certain information at their peril" (2000:93). However, independence from the government is considered as an important requirement to serve the public interest.

Independence from government is perhaps the single most important aspect of the overall independence of the news media, since government controls so many of the rewards and punishments that might cause information to be distorted between the source and the public. (Mills: 2003)

According to Gans, the pressure can be external, which comes from outside, or internal, which takes the form of story editing from executives. These pressures in turn lead to censorship that is viewed by journalists as killing or altering (or omitting) a story. They can also be a cause for self-censorship, what journalists call a chilling effect, the conscious response of journalists to volunteer the change or omission (2004: 249).

These pressures then could undermine journalists' independence, which is a critical step in pursuing truthfulness and informing citizens (Kovach, 2001: 96). This, independence, however, can be undermined due to pressures from business, government and peers.

Despite the paramount importance of independence of journalists in the editorial decision-making process, African media scholars and journalists

repeatedly speak of government pressures on the media. Kassoma is among those who claim the tendency of African politicians to threaten journalists. “Many African governments have never left the press alone to operate freely with minimum interference within and outside the law, in contrast to many democratic governments” (Kassoma, 2000:88). However, Kassoma argues that the press has a duty to promote transparency, accountability and good governance by revealing the citizenry what the government is doing or not doing (Kassoma 2000:40).

Mwaura (1994) also blames African governments for suppressing news that does not promote their views. "Many politicians think of the press as a tool in the service of government and politicians in the government" (Mwaura, 1994:93). He further notes that excluding politicians who want to be flattered in news reporting is also considered as disrespectful and deserving punishment. This pressure from politicians thus pushes journalists to give them favourable publicity.

Pressures from different sources seem inevitable to journalists. However, journalists can respond to these pressures differently. But, in general, there could be three ways of dealing with pressures. “They can fight, they can give in, altering the news to placate the exerters of pressure; or they can anticipate their critics, giving in sufficiently and in advance to avoid being pressured” (Gans, 2004: 249).

In fighting the pressures against them, journalists defend themselves by “asserting their moral right to freedom of the press”. They can also use their moral, legal, and consensual power to fight back. “They speak and predict chilling effects so as to discourage anyone from trying to chill them” (Gans 2004:269).

## **2.9. Ethiopian Television**

The history of Ethiopian print media traces back a century. However, television as a medium came to the Ethiopian media landscape in 1960s. The concept was introduced in 1956 when Emperor Haileselassie's Silver Jubilee was celebrated. At that time the emperor commissioned the British Broadcasting Corporation (BBC) to transmit the event via Telecommunication Pavilion - now a locality called Old Airport in Addis Ababa. However, the transmission was short lived for there was not sufficient infrastructure set up (Leykun, 1997, cited in Solomon Hailemariam, 2005:23).

The founding meeting of the Organization of African Unity in 1963 in Addis Ababa is considered as a milestone for Television services in Ethiopia. At that time, attempts were made to transmit events by installing "a makeshift closed-circuit television system" and fixing television sets in and around the African Hall. Following the event, the government took the initiative to establish a station that could serve large audience by hiring an international company that undertook the installation of the television infrastructure (Solomon Hailemariam, 2005:23).

Television broadcasting then began in 1964. With regard to structural organizations, Leykun, 1997 cited in Abel (2005:1) notes that ETV has been subjected to at least four different adjustments since its establishment in 1964. The first development is linked to manpower, which increased from 29 in 1964 to 643 in 1997. The second is a rise in budget, from 390,000 EtBirr in 1964 to 22, 780, 153 EtBirr in 1997. The third is related to an improvement in logistics facilities, from one studio to three and more studios including mobile van studios, from black and

white laboratory to full color labs, from rental office to its own building. The fourth development witnessed since 1964, is coverage. The broadcasting coverage of ETV has increased from one percent in 1964 to 47 percent of total area of the country in 1997 (Leykun, 1997, cited in Abel, 2005:1, Ministry of Information, 2004:50).

According to the Ministry of Information, Ethiopian Television broadcast its programmes in Amharic (the official language of the country) and English from its establishment until 1991. After the Ethiopian People Revolutionary Democratic Front (EPRDF), the ruling party, took power in 1991, two local languages have been included (Ministry of Information 2004:50). A report published by the Central Statistical Agency of Ethiopia, states that Amharic is spoken by at least by 22.4 million people who use it as their first or second language, Afaan Oromo with 25.098 million people; and Tigrigna has 4.113 million speakers (Central Statistics Agency of Ethiopia, 2004).

With regard to the content of ETV, Abel noted that the two regimes before the incumbent used ETV as their mouthpiece. During the monarchy mass media including Ethiopian Television, were under the hands of the government (Abel, 2005: 2).

Similarly, television served as a full mouthpiece of the government under the shadow of unity and solidarity during the Derg regime. There was also severe censorship during this regime. "The major difference between the monarchy and the Derg is that the former focused on the immune nature of the king and the transmission nature of power by blood relation while the latter emphasized socialism and the equality of citizens." (Masresha cited in Abel, 2005:2).

Following the fall of the Derg regime, an important development has been

witnessed in establishing a legal framework that could help Ethiopian media including Ethiopian Television to discharge their responsibilities so as to contribute to the political, economic and social development of the country.

The first step taken during the then Transitional Government was the adoption of Proclamation No 34/1992. The proclamation is recognized as the first Ethiopian press law that removed the monopoly of the government on the press. It states that “freedom of the press is recognized and respected in Ethiopia” (Article 3.1) and “[the] press stands for the pursuit of fundamental freedom, peace, democracy, justice, equality and for the acceleration of social and economic development” (Article 4.1) (The Transitional Government of Ethiopia, 1992). Following the introduction of the Press Law, there was a proliferation of independent publications in the country.

After the introduction of this proclamation, "Ethiopian media began to experience some democratic practices unique in the history of media." (Abel, 2005:3). Article 3 sub Article H of this proclamation also provides the transmission of “criticism and complaints made against the government by the different sections of the society, and invite the appropriate organs to respond to the same" (The Transitional Government of Ethiopia, 1991 cited in Abel, 2005:3). This was again a breakthrough for the Ethiopian media and Ethiopian Television, which had previously been conduits of the views of politicians.

The Constitution of the Federal Democratic Republic of Ethiopia, which came into effect in 1995, also guarantees freedom of the press. According to Article 29 of the Constitution, freedom of the press and mass media as well as freedom of artistic creation is guaranteed. Freedom of the press also includes prohibition of any form of censorship and access to

information of public interests (The Constitution of the Federal Democratic Republic of Ethiopia, 1995).

The Proclamation No 114/1995 that came into effect in 1995 is also another very important legal document that provides the establishment of Ethiopian Radio and Television Agency. This proclamation in its preamble states " it is necessary to provide for the organizational and operational autonomy of government owned mass media with a view to ensuring the free expression of opinions and views among the population in accordance with the provisions of the Constitution" (The Transitional Government of Ethiopia, 1995).

Thus according to this proclamation, the Ethiopian Radio and Television Agency shall be administered by a board whose members who are presented by the government and appointed by the House of Peoples' Representatives. The Agency thus provides both radio and television services. Ethiopian Television (ETV) is responsible for television service, and Radio Ethiopian is for radio services.

With regard to time allocation to news program of four language services in Ethiopian Television, Amharic takes a significant share both in news and other programmes. About 55 minutes are allocated for Amharic news every day (25 minutes for mid-day news and 30 minutes for evening news) whereas Afaan Oromo, Tigrigna and English each take 20 minutes a day.

### **CHAPTER THREE**

#### **RESEACH METHODOLOGY**

As indicated in the first Chapter, the study mainly aims to explore the practice

of source consideration and story selection in Ethiopian Television This Chapter discusses data sources, data gathering techniques, sampling, data collection and data analysis employed for the study.

### **3.1. Data Sources**

In attempting to generate data on the practice of sources and news selection of Ethiopian Television, this study employed primary data from key informants and Ethiopian Television prime time news (8:00 P.M.). Secondary data was gathered from the Constitution and editorial policy of Ethiopian Television.

#### **3.1.1. Prime time News**

One of the objectives of the study is to explore the dominant news sources of Ethiopian Television. Therefore, the study looks into the news coverage of Ethiopian Television to find dominant sources within news stories (major actors or information providers in the news). According to Gans (2004:80), sources are information providers as members or representatives of organized and unorganized interest groups, and yet larger sectors of nation and society. These actors can be observed or interviewed by journalists, including interviewees who appear on the air or who are quoted in different outlets of the media, and those who only provide background information or clues to a story. Therefore, it is possible to identify dominant sources within the news from the prime time news (8:00 P.M).

#### **3.1.2. Key Informants**

Key informants were used in the study with the objectives of examining how certain sources are dominant within the news, sources and story

selection criteria and factors that affect journalistic decisions in Ethiopian Television.

### **3.1.3. Legal and Policy Documents**

Legal or policy documents were used as data to examine the legal and policy framework that provides the operation of Ethiopian Television. Freedom House, for example, recognizes a legal environment that encompasses "both the laws and regulations that could influence media content and the government inclination to use these law and legal institutions in order to restrict the media's ability to operate" (Freedom House, 2004:XI). Thus, articles in the 1995 Constitution of the Federal Democratic Republic of Ethiopia and editorial policy that are relevant to the study were reviewed.

## **3.2. Data Gathering Techniques**

### **3.2.1. Content Analysis**

Content analysis is an important tool for examining the content of recorded information. This technique helps to find out "the media image of certain minority or otherwise notable groups" (Wimmer and Dominic, 2006:135). It can be a useful technique for allowing us to discover and describe the focus of individual, group, institutional, or social attention (Weber, 1990 cited in Stelmer, 2001). Therefore, content analysis is an appropriate technique to examine the dominant sources within news stories.

### **3.2.2. In-depth interviews**

In-depth interview is an important tool that assists in the elaboration of

data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings (Wimmer and Dominic, 2006:135). They also provide a more accurate collection of responses on sensitive issues. The study aims to explore news selection criteria, factors that affect the news selection process and pressures affecting journalists' decisions in Ethiopian Television - all extremely sensitive issues in the current political dispensation. Thus, in-depth interview with key informants who are responsible for the production of news is an appropriate instrument to answer some of the research questions outlined in the study.

### **3.3. Sampling**

As stated above, ETV has four departments: Amharic, Afaan Oromo, Tigrigna and English. The study used 503 stories aired on the Amharic news program. This is because firstly the Amharic newscasts are given more airtime than the other languages, and secondly because of the language constraints of the researcher.

The Amharic service has two news programmes everyday (midday and evening). The study, however, concentrated on the evening news because of two reasons. First, there is repetition (inclusion) of most of the midday news stories in the evening news. Second, most of the news that is collected by staff reporters and news agencies often reaches the newsroom in the afternoon.

Thirty days of news stories were selected. The stories were broadcast from 1<sup>st</sup> of May 2006 to 30<sup>th</sup> of May 2006. Sports and foreign news were excluded. A total of 503 stories were gathered during this period. No consideration was made in selecting the period, except the research time. But the researcher believes the chosen period was good in order to

examine the sources and news selection process of Ethiopian Television under fairly normal circumstances, and not, for example, during an election period dominated by campaign coverage. In addition, the chosen period did not fall during or immediately after turmoil that would have affected the regular day-to-day activities of the media, influencing sources and news selection decisions.

There are more than one hundred journalists working for Ethiopian Television, which broadcasts news and other programs in three local languages (Amharic, Tigrigna and Afaan Oromo) and one foreign language (English). As the study entirely focused on news, media practitioners who did not belong to the news making process were not included in the study, there are about 60 journalists working for Ethiopian Television newsroom. However, even from these journalists half of them are not exclusively working in the newsroom as they produce other programmes.

Thus, purposive sampling was employed for the selection of media practitioners who take part in newsgathering and selection process. Accordingly, a total of ten media practitioners were selected as key informants for the study. The role and experience of the key informants was taken into account. Therefore, six of them are editors who have more than four years of experience at Ethiopian Television. These informants have served in different capacities at the station, having worked as reporters, editors and members of the editorial conference. Included are the head of the ETV news desk and an executive who heads all four services. The remaining four key informants also have between two to four years of experience. These informants serve at the station in newsgathering and editing capacities. Here it is worthwhile to mention that there is no clear job distinction between reporters and editors. Editors also cover events.

### **3.4. Data Collection**

The news stories, recorded on video between May 1 and May 30 2006, were later coded using the coding frames designed. Two people were trained by the researcher to code the stories two days after the sample data were collected. The coding took seven days, between June 2 and 8 2006. The data were gathered after preparing variables and categories in an attempt to answer one of the research questions, "Who are the dominant sources within news?"

#### **Variables and categories**

##### **1. Main actors/Dominant Sources within News**

The main actor represents the person quoted as the main information source in a story. This variable will show dominant sources within the news or whose voice is prominently heard in the news. This variable can refer to several actors in the society. The following will be some of main actors to be covered in Ethiopian Television news.

##### **a. Federal Officials**

This represents federal officials who assumed office at federal government institutions. When they appeared as main source of information, then they would be coded as federal official officials.

##### **b. Regional Officials**

This represents officials of the nine states in the country. The nine regions, which are recognized by the Ethiopian Constitution, are Tigray, Afar, Amhara, Oromia, Somali, Benshangul Gumuz, Gambella, Harari and South Nations, Nationalities and Peoples. When officials from these regions appeared as main information providers, then they would be coded as regional officials.

**c. City Administration Officials**

This represents city administration officials. Dire Dawa and Addis Ababa are two administrative cities in Ethiopia. Thus, when officials from these cities were used as main source of information, they would be coded as city administration officials.

**d. Police**

This represents the police at different levels (from Woreda to the Federal Police).

**e. Parliament**

This refers to both the House of Peoples' Representatives and the House of Federation.

**f. Court**

This category represents courts at different levels (From First Bench to Federal Supreme Court).

**g. Oppositions**

This refers to opposition parties.

**h. Civil Society Organizations**

Civil Society Organizations (CSOs) include NGOs, trade unions, faith-based organizations, indigenous people's movements and foundations.

**i. The Business Community**

This category represents those people who are engaged in business.

**j. The Rank and File/The Blue Collars**

This refers to 'the public or ordinary citizens' quoted as main sources of the news.

**k. Independent Scholars**

This category represents researchers, scholars and academics, who express their comments, views and opinions on several issues.

**l. Other**

This represents actors who are portrayed as major sources of the news but do not fall in any of the above categories.

## **2. Origin of the news**

This refers to organizations, including ETV, that cover or take credit for the story. Included in these categories are ETV staff, the Ethiopian News Agency (ENA), the Walta Information Centre (WIC) and the Regional Information Bureau. This variable is included since news which comes from different news organizations can influence the agenda of Ethiopia Television.

Reliability of data is an important aspect of research. If coders fail to agree in their coding decisions, the reliability of the data will be reduced. Thus, the researcher tried to check the reliability of the data gathered by making a random selection of news. The researcher proved the two coders effectively categorized main actors within news and origin of the stories.

The researcher conducted the in-depth interviews. The in-depth interviews were conducted in Amharic. All respondents were asked the same questions. Follow up questions were also raised in line with the objectives of the study. All interviews were recorded.

## **3.5. Data Analysis**

As discussed above, the content analysis and in-depth interviews were used to gather data. Data gathered through the content analysis were analysed using Statistical Package for Social Science (SPSS). The findings were presented using descriptive statistics. Both frequency and percentage were used. With the interviews, the data gathered was presented in different theme categories in an attempt to address the research questions. Thus, key findings that include major points of agreement across all interviews and substantial points of disagreement

between interviews were presented.

**Table 1 Variables and Coding Categories**

Variables	Range of Options
Main Actors/ Dominant sources within the news	<ol style="list-style-type: none"> <li>1. Federal Officials</li> <li>2. Regional officials</li> <li>3. City Administration Officials</li> <li>4. Oppositions</li> <li>5. Civil Society Organizations</li> <li>6. The Business Community</li> <li>7. The Rank and File /The Blue Collars</li> <li>8. Parliament</li> <li>9. Police</li> <li>10. Court</li> <li>11. Independent Scholars</li> <li>12. Other</li> </ol>
Origin of the Story	<ol style="list-style-type: none"> <li>1. Staff</li> <li>2. Ethiopian News Agency</li> <li>3. Walta Information Centre</li> <li>4. Regional Information Bureaus</li> <li>5. Government Public Relations</li> <li>6. Oppositions Public Relations</li> <li>7. Civil Society Organizations Public Relations</li> <li>8. Other News Media Organizations</li> <li>9. Other</li> </ol>

## **CHAPTER FOUR**

### **PRESENTATION OF DATA, ANALYSIS AND DISCUSSION**

The key objective of this study has been to examine the source and news selection process of Ethiopian Television. In doing so, the study sought to unearth the dominant sources within Ethiopian Television news programme and attempt to understand how they become frequent sources of news. Attempts have also been made to look into news selection criteria. In examining the above stated issues, pressures affecting journalistic decisions are considered as a crucial factor that may have an impact on both source consideration and the news selection process at ETV.

In-depth interviews were conducted with ten key informants in Ethiopian Television. Content analysis was also another technique used in the study. The researcher preferred to give number to key informants with a view to protecting them from any form of retribution that could have resulted from giving responses to this study.

Findings from content analysis and in-depth interviews are presented and discussed concurrently in this Chapter as per the objectives and the findings hinged on the study. An overview of news editorial decision making in Ethiopian Television, power of participants in the editorial conference, main actors or dominant sources of the news, source consideration, news selection in Ethiopian Television, legal and policy framework, pressures affecting journalistic decisions and perceptions of ETV journalists on their news stories vis-à-vis their audiences are themes which are discussed in this Chapter.

#### **4.1. Overview of News Editorial Decision Making in Ethiopian Television**

The news is the most powerful media outlet that can make an immense contribution to building a democratic society by depicting a reasonably true picture of what is going on, creating what should be a close correspondence between the "world outside" and the "pictures in our heads" of that world (Defleur and Dennis, 1981:325). At the heart of constructing news are sources, which are described by Mwaffisi (1994:161) as the lifeblood of the news. Potential sources for news organizations will be selected at the planning stage of the news making process.

As discussed in Chapter two, an attempt will be made by editors and reporters at the planning stage to reduce the uncertainty of random and unpredictable events by determining in advance which are to become news.

Ethiopian Television, according to informants, relies heavily on invitations ("identifiable events prescheduled by sources") unless unexpected events such as car accidents, fires and so on occur. These invitations are considered as components of the diary, which is described by Golding and Elliott (1999:113) as "the implicit script of news". This diary serves as an important document that records predictable events that could be included in or rejected from the news. The invitations come from different sources such as government, civil society organizations, the business community and others. All key informants noted that the television station takes invitations as major sources of news to assign to its reporters. When a reporter wants to cover a story by him or herself, he/she must submit a proposal to the editorial conference for approval. However, ETV news program rarely carries reporter-initiated stories,

according to the informants. For instance, only 26 reporter-initiated stories were produced in March 2006 while 35 and 43 stories were aired in April and May respectively in ETV Amharic news programme, according to a document made available to the researcher by the head of the ETV news desk. However, the Amharic newscast carries more than 500 stories in the evening newscast every month.

As stated above, ETV is dependent on media events. Thus, the questions here are how and which media events and stories are selected, and what are ETV's source considerations for giving access to news coverage. The vital question here is also "who make these decisions?"

Informants noted that decisions about source consideration, selection of media events for coverage, selection of stories gathered by staff reporters and those filed by news agencies are made at the editorial conference.

Two editorial conferences are held at ETV everyday. The first is composed of news editors. The major task of this conference is to evaluate the news program of the previous day. The second, which is held at executive level, has two major responsibilities. One is to evaluate news, which comes from different sources, and the other is to decide which events should be covered (what news should be gathered) the next day. Thus, the editorial conference is a crucial body that makes decisions on source consideration and news selection.

As discussed in Chapter 2, gatekeepers are those individuals and groups who have the power to determine what piece of information is included or excluded in a certain channel. Therefore, though reporters and editors have power to make those decisions, the editorial conference of Ethiopian Television appears to be the major gatekeeper that has potent power to decide what stories should be included in and rejected from the

newscast. As discussed in Chapter Two, by exercising this power, gatekeepers in Ethiopian Television can, therefore, control public knowledge of their audience in which information is the basis by letting some stories pass through the system but keeping others out.

Thus, the editorial conference is a powerful body in setting ETV agenda. As pointed out in Chapter Two, media set agenda by drawing public attention to a particular issue selected from millions of events happening everyday (McCombs: 2006). Thus the conference is the powerful body that sets ETV's media agenda by selecting 'the common subjects that are most important'. Therefore, stories that are presented to ETV audiences have to pass this gate. This triggers the question, what are the criteria for selecting sources, events and stories gathered from different sources? These questions are addressed later in the chapter. The next section discusses the power and mixture of participants in the editorial conference, since it is a powerful body that makes important decisions.

#### **4.2. Power of Participants in the Editorial Conference**

As stated above, the editorial conference is the powerful body that sets ETV's media agenda by acting as the key gatekeeper. According to informants, the editorial conference is composed of the coordinators (heads) of the four news departments of ETV (Amharic, Afaan Oromo, Tigrigna and English), newsroom heads and assignment editors of each department. The head of the news desks of the four departments and the head of the production department also participate in the conference chaired by the deputy general manager<sup>1</sup> of Ethiopian Radio and Television Agency, who is head of Ethiopian Television. The key informants offered mixed views on the power of the participants.

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<sup>1</sup> Deputy General Manager of Ethiopian Radio and Television Agency is head of television services (ETV)

**Informant 1:** We can express our comments and opinions on the newsworthiness of a story or an event. However, the deputy general manager, who upholds the interest of the ruling party, makes the final decision. The second most powerful individuals are the coordinators (heads) of each department. Coordinators (heads) are often members of or sympathetic to the ruling party.

**Informant 4:** Every participant can forward his/her views in accordance with the editorial policy. The issue here is whether the participant's comments fits in with the editorial policy or not. Of course, the deputy general manager has a final say on the issue that is discussed.

**Informant 10:** All participants do not have equal power. The deputy general manager and department heads are more powerful than others.

**Informant 3:** The issue determines the power of the participants. If the issue is sensitive and has political implications, top executives will wield their power to influence the decision. Other participants simply agree with them because they cannot reverse their decision.

From the oral testimonies above, it is possible to deduce that the deputy general manager and coordinators of the editorial conference have more power to influence decisions about Ethiopian Television news. Asked about how the deputy general manager and coordinators assumed those positions, almost all key informants noted that the deputy general manager is a member of the ruling party who is assigned to the post for his loyalty in serving the interests of his party. Some informants also

expressed their beliefs considering coordinators as members or sympathetic to the ruling party.

As discussed in Chapter 2, William (2003) notes that gatekeepers' preferences, ideologies, personal attitudes, values and beliefs can influence their performance. Thus, it is possible here to maintain the view that these gatekeepers can bring their political viewpoints into the important decisions they make every day. In other words, if powerful members of the editorial conference of Ethiopian Television are members of or sympathetic to the ruling party, logically, they tend to make decisions that favour the ruling party.

Responses of the informants have also highlighted the influence of the deputy general manager who appears to be the most powerful decision-maker. Although the decision of the editorial conference appears to be a group decision, the deputy general manager can use his power to influence this decision. Three key informants describe this scenario:

**Informant 1:** The deputy general manager has tamed members of the editorial conference. They know his line of thinking. They do not have the courage to forward views that could be different from his.

**Informant 3:** On some occasions, particularly in the case of handling sensitive issues, members of the editorial conference fail to make decisions in the absence of the deputy general manager. He then later makes those decisions.

**Informant 4:** In some cases, the deputy general manager asks us to include stories that are not selected in the

editorial conference. We are also ordered to cover media events that do not deserve coverage. This is probably because he knows something we have not understood.

The extracts clearly supports David Manning White who argues that news selection can be made by an individual gatekeeper. This further raises the point that there is a chance of incorporating the political views of the deputy general manager when making important decisions at the editorial conference. Therefore, issues that adversely affect the ruling party are unlikely to be included in the newscast.

### **4.3. Dominant Sources within News**

One of the major objectives of this study is to find out dominant sources within the news. As discussed in Chapter Two, sources are defined as information providers as members or representatives of organized and unorganized interest groups, and yet larger sectors of nation and society (Gans, 2004).

A content analysis was used to discover the dominant sources within ETV by news monitoring 30 days of ETV Amharic news stories.

**Table 2 Main actors/Dominant Sources within the News**

Number	Main Actors	Frequency	Percent	Commutative Percent
1	Federal officials	157	31.2	31.2
2	Regional Officials	112	22.3	53.5
3	City Administration Officials	4	0.8	54.3
4	Parliament	71	14.1	68.4
5	Court	15	3.0	71.4
6	Police	10	2.0	73.4
7	Oppositions	7	1.4	74.8
8	Civil Society Organizations	44	8.7	83.5
9	Business Community	13	2.6	86.1
10	Independent Scholars	18	3.6	89.7
11	The Rank and File /The Blue Collars	13	2.6	92.3
12	Other	39	7.8	100
	Total	503	100	100

As can be seen from the above table, government sources in general were extensively used as main sources of the news. They account for nearly three quarters 369 (73.4 %) of all stories. Although the category of government subsumes sources in all three branches of the government, sources in the Executive Branch predominate as news sources in 273 stories (54.3 %), parliament contributes to 71 (14.1 %) of all sources and court and police contribute 25 (5 %).

This implies that other sections of society, which represent the majority of the national population, are given scanty coverage.

One could argue that government sources should be given more coverage than other sources because one of the major roles of the media is to check on government activities. However, the coverage of ETV seems to suppress diversified views. For example, opposition parties appear as main actors only in seven stories. Similarly, the blue collars and civil society organizations become more visible only in 13 and 39 stories respectively. This in turn could undermine a diversity of views. The findings of the content analysis also showed that government officials are mainly used as providers of information or major sources of information within the news as 254 stories concentrated on them.

This top-down coverage, however, can have problematic consequences. As pointed out by Gans (2003), top-down coverage reflects the perspective of those at the top, who tend to see the mass of the population as constituents and their society as a world they know primarily through their official capacities and visits mainly at election time. This also shows the distance between citizens and journalists. This implies that issues, which are of highest priority to citizens, might not be reported. The findings also appear in conflict with the view reflected by Schudson(1995:28) who argues that “the media should serve as common carriers of the perspectives of all varied groups in society; they should be "multiperspectival" ”.

The dominance of government sources could be analyzed in two ways, one being the internal (organizational) factor and the other being external. The internal factor can be seen from source consideration and news selection, which is often decided by the editorial conference of ETV. The practice of reporting news in ETV is also another internal factor. If ETV journalists tend to focus on using or quoting government sources while covering stories, the above results can be obtained. The external

factor refers to stories filed by news agencies and other sources. If stories that come from these news organizations use government sources or government officials as major information sources for their stories, these results could be obtained.

Therefore, stories gathered by staff reporters and two news agencies, Ethiopian News Agency (ENA) and Walta Information Centre (WIC), Regional Information Bureaux (RIB) and others are examined in the table below.

**Table 3 Main Actors versus Origin of the Story**

Main Actors	Origin of the story					
	ETV Staff	ENA	WIC	RIB	Other	Total
Federal Officials	82	52	17	1	5	157
Regional Officials	25	43	28	16	0	112
City Administration officials	4	0	0	0	0	4
Parliament	49	14	2	1	5	71
Court	12	2	1	0	0	15
Police	3	2	3	1	1	10
Oppositions	2	1	0	0	4	7
Civil Society Organizations	14	14	11	3	2	44
Business Community	5	4	3	0	1	13
Independent Scholars	5	10	3	0	0	18
The Rank and File/Blue Collars	4	6	2	1	0	13
Others	19	10	1	3	6	39
Total	224	158	71	26	24	503

As can be seen from the table above, news organizations that supplied

news stories to ETV also gave more coverage to government sources. They also put emphasis on airing views of officials or the executive branch of the government. All the three branches of the government were used as main sources of information in 78.1 % of the news covered by ETV staff reporters, in 71.5 % of Ethiopian News Agency news, and in 71.8 % of Walta Information Centre stories and in 73 % of Regional Information Bureaux. Therefore, it is possible to say that ETV has given priority to government sources when it covers issues by its staff reporters and when it selects stories from other sources.

#### **4.4. Source Consideration**

An attempt has also been made to explore why some sources are frequently used in this study. As highlighted in Chapter 2, Gans (2004) suggests six source considerations: past suitability, productivity, reliability, trustworthiness, authoritativeness and articulateness. The findings of the content analysis show prominence of government sources in general and government officials in particular in Ethiopian Television news. It implies that political power (authoritativeness) is one of the important source considerations in ETV. However, the study tried to unearth the issue from the informants' point of view. This has been examined at two levels. The first is source consideration made at the editorial conference. This factor is further discussed in the next section of this Chapter while examining news selection decisions. The second is the practice of covering news sources by ETV reporters. Thus, informants who are both editors and reporters were asked why ETV emphasizes some sources or puts particular sources as main actors within news.

Asked first the kind of sources they prefer to use in their stories, the majority of informants responded that they did not make any source consideration. Rather they pointed to considerations they made while

covering the issue. However, the question, "Do you treat all sources equally?" drew different results, confirming the frequent use of government sources particularly official sources.

The informants noted that all issues or events that suggest the presence of senior government officials are unlikely to be rejected. They said that government sources, especially officials, are viewed as important actors to pass across the views and policies of the government. The extracts below further describe the practice of covering government sources.

**Informant 8:** Government sources are considered reliable by our organization. And we are not asked by our bosses to explain why if we emphasize government sources in our stories. We know the practice.

**Informant 1:** We are expected to portray the government positively. So we feel safe to quote government sources in our stories even if the media events we cover see other potential newsworthy sources. This is because official sources know that what the government wants.

**Informant 9:** I sometimes quote government officials although I feel their statements are not newsworthy. I have to meet the expectation of our organization. However, I often try to include other sources like experts on the issue. But, it is difficult to exclude government sources because we are expected to view representatives of the government. Otherwise my news is considered as incomplete in the view of our editors.

**Informant 2:** The coverage of government sources is linked

to the problem of the media's long-held culture. For some media practitioners at different levels in ETV, good stories are those that witness the presence of government officials. Therefore, when reporters are assigned to cover an event, they often concentrate on government officials.

These comments reflect organizational factors that influence media practitioners in shaping the content of the news. Williams (2003:100) here puts routines, patterned and repeated practices people learn in order to carry out certain tasks, as an important factor in shaping the content of the news. It is perhaps in this light that Ethiopian Television journalists quote government sources as main information providers within their stories. This routine entails that government sources and those who assume senior positions in government offices are considered important sources of information for ETV news. The extracts above have also revealed that government officials are considered reliable sources for Ethiopian Television. Thus, journalists of ETV who use these authoritative sources do not need to gather confirmation from alternative sources and thus avoid controversies that could be raised due to using other sources. As pointed out by Gans (2004), "when stories become controversial, journalists can defend themselves before news executives by having relied on authoritative sources". So there is a tendency to reject sources other than government sources because of organizational routine.

In general, it is possible to note that Ethiopian Television sets its agenda by selecting and emphasizing government sources, particularly government officials, while omitting or giving less attention to other sources. This practice clearly reflects second level agenda setting, which is described by Spring (2002) as the "parts of the subject that are important". Hence, for ETV reporters, issues that relate to government or

officials seem to be treated as important though there could be other sources and issues on the same theme or event. This again seems to confirm the notion held by McCombs (2006) who argues that when the media talk about an object, some attributes are emphasized, others are given less attention, and many receive no attention at all. Again, it appears that ETV emphasizes government sources by quoting or using them as main information providers in making news, and other sources are given less attention.

Attempts have also been made in the study to explore whether these sources have a direct or indirect influence on media practitioners in Ethiopian Television. With regard to the influence of government officials in shaping the content of the news, most (seven) of the key informants offered a similar view, claiming the possibility of direct interference of officials outside Ethiopian Television in shaping the content of news. They particularly point to the interference in the editorial decision making process by senior government officials via the top executives at the station. This is further highlighted in the latter section of this Chapter that discussed pressures affecting journalistic decisions.

#### **4.5. News Selection in Ethiopian Television**

As stated above, Ethiopian Television is dependent on media events to gather news by its reporters. ETV also gathers news filed by outside sources, mainly two news agencies: Ethiopian News Agency and Walta Information Centre. Therefore, news selection decision is made at two levels. The first is selecting media events to be covered by staff reporters. The second is examining stories gathered by staff reporters and news agencies and making decisions on which stories should be included and excluded in the news programme of the day. The two important

decisions, as discussed above in the first section of this Chapter, are made at the editorial conference. Next comes the question of criteria used for selecting events and news. Several scholars have proposed different models for story selection. Substantive consideration, product consideration and competitive consideration outlined by Gans (2004: 146) appeared to be inclusive for the researcher.

#### **4.5.1. Substantive considerations**

As discussed in Chapter two, substantive consideration refers to the content of news. When asked the question, "What are ETV's criteria for news selection?" the majority of informants pointed to editorial policy.

According to the informants, ETV uses its editorial policy as a framework to select stories that are deemed to be important. The policy document thus advises participants of the editorial conference and media practitioners on the handling of different stories.

The majority of informants noted that the content of any story is evaluated against policies adopted by the incumbent government of the country. Most of the informants pointed out that peace, democracy and development are areas given priority by ETV. They also placed development at the centre. This implies that ETV tends to choose sources or stories that organize events or provide information on these areas, particularly on development. The following extracts illustrate the key role this factor has played in news selection.

**Informant 4:** As a poor nation that is making efforts to disengage itself from poverty, we cannot ignore development activities being undertaken in different parts of the country. That is also clearly stated in the editorial policy of the

station.

**Informant 7:** Stories that engage in development activities of the nation have high chance to be covered in our medium.

**Informant 3:** I have often covered issues on agriculture, health and education.

**Informant 5:** Poverty is a major challenge in our country. The government, non-governmental organizations and the public are exerting efforts to address multi-faceted challenges of poverty. So we are trying to contribute our part to battle poverty. So, we are practicing development journalism.

Thus, it is possible to infer that impact is a major consideration for selecting a story at Ethiopian Television. As stated above by informant 5, Ethiopia is a poor nation that is striving for achieving sustainable development. The observation of the researcher also confirmed this fact. This researcher observed numerous stories that concentrated on wide-ranging development activities in ETV news. It seems in this light that Williams (2003:118) notes that the culture we live in, the taken for granted values that permeate society, are seen as shaping the news judgement, news selection and news values.

However, another question raised here, was that do all major development actors receive equal opportunity in the media? All informants pointed out that development activity undertaken by government is given priority over other development actors. This was clearly articulated in the following responses of key informants.

**Informant 4:** As we are entrusted to promote policies and activities of the government, it is inevitable to give much coverage to government.

**Informant 9:** It is unlikely to reject sources or stories that deal with activities of the government.

**Informant 3:** We are expected to serve the government. We have to cover policies adopted by the government. The government devised a five-year plan under three pillars: peace, development and democracy. Therefore, whether we like or not we give more coverage to the activities of the government.

With regard to non-governmental organizations, most key informants noted that the editorial conference carefully looks into the issues before giving coverage unless the organizations have excellent track record in their contribution to development. The reason given by majority of informants is that ETV considers most non-governmental organizations unreliable.

Extracts from two key informants clearly depict a sense of the unreliability of non-government organizations by ETV.

**Informant 2:** Most of them are eager to promote themselves by appearing on TV. But there is often a huge gap between what they claim to contribute to development and their activities on the ground.

**Informant 5:** We often require confirmation from officials at different levels who have good knowledge about the activities

or contributions made by these non-government organizations to the public.

Key informants also noted that civil society organizations and the business community get access to ETV when they are deemed to actively participate in huge development activities. The findings show that although ETV prioritizes development while making selection of stories, it looks for government sources and stories that dealt with activities of government. The findings also confirm that government is always taken as reliable, and activities of the government are prioritized.

However, seven informants noted development activities carried out in relatively underdeveloped states are not equally judged with other states. Informants offered the following views on the selection of stories that deal with underdeveloped states. According to the informants, the Federal States of Afar, Somali, Benishangul and Gambella are deemed to be underdeveloped states as compared to other states of the country.

**Informant 2:** A development activity carried out for one million Birr in Benshangul State has more news value than a similar project carried out in Addis Ababa because here (Addis Ababa) there are several development actors such as NGOs and the private sector that are undertaking development activities in millions of Birr.

**Informant 5:** We place special emphasis on stories that cover underdeveloped states. We sometimes go extra miles to air these stories by making other considerations that don't apply to other stories. For example, we can carry stories that do not meet our criteria of timeliness because of logistic problems. Stories with poor quality pictures were also

allowed to be transmitted.

**Informant 7:** I have observed that editors tend to select stories that cover regional states.

Thus, from the extract above it seems apparent that representation of underdeveloped states is considered as criteria for news selection. A recent study conducted on the coverage of regions (states) on ETV Amharic broadcast, however, reveals that the coverage given to these states is scanty. According to the study, of the total 457 news stories gathered for the study, Gambella was covered with two news stories (0.29%), Benishangul with 13 (2.7%), Afar with 27 stories (5%) and Somali with 23 (4.98%) Teshome (2006).

While all respondents are in consensus on development as a key criterion, some of the respondents offer another major criterion for news selection. Seven key informants believe that portraying government positively is one of the major criteria for selecting stories.

**Informant 10:** In ETV, the decision to cover or select stories is made to meet the interest of the ruling party. The editorial conference makes its judgment after evaluating sources and their messages against the interest of the ruling party. "What is the implication of this story on government?" is a key question raised in the editorial conference. If participants of the conference think the story is critical to the ruling party, they won't select it.

Informants have also offered mixed views on the selection of sensitive and political news. Most of the informants, however, noted greater care is often made not to run stories that are critical towards the

government. A key informant articulated the following statement in expressing a discussion held in the editorial conference on political and sensitive issues.

**Informant 1:** As members of the editorial conference, we are free to discuss development news that does not affect the political philosophy of the government. For example, stories that deal with activities of non-governmental organizations or complaints lodged by the public can fairly be entertained. However, sensitive political issues will be selected if and only if they tend to depict the government positively.

A similar view has been reflected by four other editors.

**Informant 6:** Stories that displease the government will not be selected.

**Informant 9:** Stories that could upset the government are unlikely to be selected.

**Informant 2:** The major duty of the editorial conference is to portray government positively. In undertaking its tasks, the conference selects stories that favor the government and omits other stories that have negative implications on the activities of the government.

**Informant 3:** The conference precludes events that could offend the government from being covered. Hence, reporters will not be sent if the event is presumed to disappoint the government.

Two informants, however, reflected a different view claiming that every significant (important) story will be selected even if the government is criticized. One informant puts his point as follows:

**Informant 4:** We are trying to judge this kind of story by analyzing the possible consequences. If the story that criticizes the government has a potential to defy the Constitution and other laws or engenders violence or havoc in the country, it will be rejected. Criticizing or supporting the government is not the issue on which we make consideration.

Therefore, though it is difficult to generalize, it seems apparent from the extracts above that positive portrayal of government is one criterion for selecting stories. This could be due to the political affiliation of top executives of Ethiopian Television to the ruling party or may be due to the influence they receive from their immediate political seniors (bosses). This could be interpreted as the ruling party is packaging its politics to the media, suppressing counter views. This could, therefore, undermine the process of democratization in Ethiopia. As Mills (2003) suggests, the news media should provide information that help the public form opinions on matters of public policy to make judgments about the performance of their representatives and leaders. Failure to achieve these responsibilities will impair the sovereignty of the people, an essential characteristic of democracy.

#### **4.5.2. Product Consideration**

As discussed in Chapter Two, product consideration includes three issues: medium, format and balance. Medium consideration focuses on technological distinctiveness of the news medium. Format is about time

while balance refers to diversity of stories (good versus bad, serious versus light, lengthy versus short), subject balance (diplomacy, health, gender, politics, etc).

According to informants, Ethiopian Television editorial conference takes substantive consideration, which refers to content of the story, as a major criterion to choose stories. However, product consideration is often taken after evaluating the content of the story. While confirming thematic selection as the basis to decide news, three informants pointed out possibilities that put film as a criterion for selecting or rejecting a story.

**Informant 5:** We don't broadcast accident stories without films because our audiences want to see what happened. We are television.

**Informant 7:** If we have many soft news stories, we tend to take pictures as a criterion to select news.

But almost all the informants noted that a big story would not be rejected due to the absence of visuals that are taken at that moment. They pointed out that pictures that are related to the story would be used from archives instead of killing a story which is deemed to be newsworthy.

With regard to format consideration, the informants noted that time is a major factor in selecting stories. For example, 30 minutes are allotted to the Amharic evening newscast. All the informants who attended the editorial conference noted that time is one consideration to deciding news. These informants also pointed out that some newsworthy stories would be left out due to time limitation.

### **4.5.3. Competitive Considerations**

In addition to substantive and format considerations, competition with other news media organizations can be also an important criterion for selecting a story. All informants noted that Ethiopian Television news does not compete with either government or private media. This is because Ethiopian Television is the sole television station in the country.

Rather Ethiopian Television gathers news in co-operation with other media organizations, particularly with the Ethiopian News Agency, the oldest and sole government news agency in Ethiopia. According to informants, the reasons for co-operation are twofold. The first is linked to policy. Ethiopian Television and the Ethiopian News Agency have almost similar editorial policies since both are state-owned media organizations. The second is associated to resources. According to the informants, Ethiopian Television has resource limitations. These trigger a beneficial partnership for the two government news organizations. The key informant clearly articulated the point.

**Informant 5:** Although we believe the newsworthiness of some of the events that are presented to the editorial conference, we can not cover all because we do not have enough cameras and transportation services. Hence, we give tips to other news sources like Ethiopian News Agency to cover these important events. But we finally put them these stories (news filed by ENA) in our news.

Therefore, it is possible to conclude that Ethiopian Television does not take into account competitive consideration as a criterion to select stories. As discussed in Chapter 2, Golding and Elliott (1999:119) note that whether the event is physically accessible and technically

manageable with the resources of the news media organization could be one criterion to judge a story.

#### **4.6. Legal and Policy Framework**

The legal and policy environment is one of the key criteria for judging freedom of the press in one's nation. Freedom House, for example, recognizes a legal environment that encompasses "both the laws and regulations that could influence media content and the government inclination to use these law and legal institutions in order to restrict the media's ability to operate" (Freedom House, 2004:XI).

As discussed in the above sections of this Chapter, although informants elucidated several factors that affect source considerations and news selection decision, the majority of informants cited the station's editorial policy as a frame of reference in which to make those decisions. This study also examined the legal and policy framework by looking into a few articles of the Federal Democratic Republic of Ethiopia (FDRE), and editorial policy of the Ethiopian Television and Radio that have both direct and indirect impact on the issues discussed above.

Article 29 of the Constitution of the Federal Democratic Republic of Ethiopia (FDRE) guarantees freedom of the press in the country. The article also clearly stipulates that freedom of the press shall specifically include both prohibition of any form of censorship and access to information of public interest. The Constitution under Article 29 sub article five mentions of the operation of the state-owned or state-financed media.

Any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion. (The Constitution of

the Federal Democratic Republic of Ethiopia 1995:89).

Similar views are also reflected in the editorial policy of the Ethiopian Radio and Television Agency, which encompasses principles and objectives of all state-run media. According to Article 3.1.1 of the policy document, state-owned media shall demonstrate their favor towards the public (audience) by producing editorials that serve the interest of the public (Ethiopian Radio and Television Agency: Editorial Policy for Television Service, 2005). Article 3.1.3 of the policy document also stipulates that state-owned media be free from bias and serve equally all sections of society.

Likewise, Article 3.2.1 of the policy also contains a phrase that promotes diversity of opinion. According to the article, news media that are run by the budget allocated to them by the government, shall be a source of accurate and current information by giving detailed explanations about the country's basic direction and presenting options forwarded by different actors. Ensuring equitable participation of political forces is also one of the objectives of the state-owned media, according to Articles 3.2.3. of the editorial policy (Ethiopian Radio and Television Agency: Editorial Policy for Television Service, 2005)

According to Article 4.2.2.1, the media can produce and disseminate comments, disapproval and criticisms of different stakeholders on policies and administration of the government. The code of conduct of ETV, which is embraced in the editorial policy, also states that journalists shall have no other aims and duties they should serve and be obliged to other than striving and reporting truth and serving the public interest (Ethiopian Radio and Television Agency: Editorial Policy for Television Service, 2005: 20).

The concepts reflected above in the Constitution and the editorial policy indicate the creation of a conducive legal and policy environment for the operation of state-owned news media organizations, including Ethiopian Television, to meet universally accepted objectives of journalism.

However, the editorial policy of Ethiopian Television clearly states that one of the objectives of Ethiopian government news media is to elaborate and promote policies, proclamation and activities of the government. The document further states that the media shall also actively engage in helping the public understand the cause, objectives, implementation and results of policies of the government in the areas of democracy and development. The policy document also encourages ETV to give more coverage to government sources and those actors who promote the views of the government. The case in point is Article 4.2.9.5 that includes a phrase, which says that state-owned media shall cover activities of the private sector if and only if they promote the success of government economic policies. This appears to be in conflict with Article 3.1.1 of the policy document, which stipulates that the media shall demonstrate their favour towards the public by producing editorials that serve the interest of the public.

One could argue here that media, which are financed by or under the control of the state, should promote policies of the government. However, this may undermine a diversity of opinions if the media carry only the views of the government. Moreover, if the media engage in promotion of policies, their role to act as a watchdog and reveal to the citizenry what the government is doing or not doing may be minimal. Franklin used the term 'packaging politics' to express the government and political parties' interest to using the media to market their policies and their leaders to the public. This ambition of the government to secure publicity can ultimately influence the media act as conduits for government policy

messages. This makes the relationship between the government and the media asymmetrical, the former achieving its objectives. But readers and viewers mistakenly take the message (content of the news) as the work of independent journalists. This relationship can pose threats to democracy since other policy options and views will be excluded from the media.

Findings from the content analysis and in-depth interviews have also revealed that government sources, particularly government officials, are dominant within the news, giving little room for the expression of diverse opinions. According to the responses of the informants, priority is given to government sources to portray government positively by omitting stories that are critical of the government. This could also suppress other counter views. For example, opposition parties appear in only seven news stories as main actors. As pointed out by Schudson (1995), the media should serve as common carriers of the perspectives of the varied groups in society.

In general, though the editorial policy puts emphasis on the coverage of government by ETV and claims made by some informants that ETV uses its editorial policy as a framework for its operation, there is also a possibility to go beyond the editorial policy to portray government positively. Extracts from the key informants illustrate this point. In answer to the question, "Do you run stories that contravene the editorial policy?" replies included:

**Informant 4:** I do not want to answer this question.

**Informant 5:** I cannot say there are no instances. In the past, it was prevalent. There were pressures from inside and outside the organization. I think there has been

improvement over the past few months.

**Informant 10:** The editorial policy can be breached anytime. But I think the editorial policy is good if we can properly use it as a framework for our operation.

**Informant 2:** It depends on the issues and occasions. For example, no consideration is made at times of political turmoil in the country. We just promote views of the ruling party.

Similar responses were gathered from the majority of informants. Therefore, it seems apparent that there are also conditions forcing journalists to include stories that are in conflict with editorial policy to portray government positively.

To sum up, it is possible to hold the view that the legal and policy framework in general provides opportunities to air diverse views in ETV news though few articles in the editorial policy appears to contravene with the general concepts outlined in the Constitution and the editorial policy. However, the practice seems to oppose the concepts laid down in the constitution, which provides 'diversity in the expression of opinion' even in media financed by the government.

#### **4.7. Pressures Affecting Journalistic Decisions**

"Journalism is credited with being one of the upholders of freedom, a guardian of democracy, a watchdog of justice and the voice of the people" (Mwaffisi, 1994: 161). While discharging this lofty responsibility, journalists use their power to determine what news story enters the symbolic arena (Gans, 2004: 249). However, journalists will be forced to

kill, alter and omit a story due to pressures from different groups.

Eight informants pointed out that they have enjoyed freedom to cover stories, which did not affect the government. According to the informants, top executives, who made a final decision to or not to run a story, are always alert to sensitive and political stories. There is also a high possibility to censor and give orders for altering or omitting some parts of the story if it tends to portray the government negatively. The extracts below succinctly illustrate this scenario.

**Informant 9:** Political stories can be reviewed by top executives. If they are uncomfortable, the stories can be rewritten. So they try to ensure that these stories are properly translated into all languages (Amharic, Tigrigna, Afaan Oromo and English) and presented to the audience.

Seven of the informants believe that executives at Ethiopian Television are members or prosympathetic to the ruling party. The pressure on journalists to give positive coverage to government can also come from senior government officials outside the institution. Two key informants recount their experiences.

**Informant 1:** I was called by Office of Minister of Information after running a story, which I thought, was fair. After expressing his dissatisfaction over the coverage, the Minister told me to promote views of the government. So these are the issues that force journalists to undergo self-censorship while reporting and editing stories. This often becomes a source of unethical reporting in Ethiopian Television. For example, if a journalist is assigned to cover an event that sees heavy criticisms of government policies or

activities, he/she looks for a different angle to evade this reality. Thus, if one person utters something positive about the government amid the growing criticisms, the journalist will turn that specific (positive) statement into news. If you watch the news on ETV that day, you see those who spoke in favour of the government being amplified in the news.

According to Gans, the pressure can be external, which comes from outside, or internal, which takes the form of story editing from executives. These pressures in turn lead to censorship that is viewed by journalists as killing or altering (or omitting) a story. They can also be a cause for self-censorship, what journalists call a chilling effect, the conscious response of journalists to volunteer the change or omission (2004: 249).

**Informant 7:** I remember an official who was upset for not watching the news - she delivered a speech to a particular event on same day. But the film had not arrived at the office that day because the event took place outside Addis, and there was a transportation problem. She ordered me what I have to include in my story, and how I should present it. It would have taken six minutes to include what she wanted. I spoke to my editor, who suggested consulting Head of the news desk. The head then brought the issue to the deputy general manager. I panicked because she had the power to put me in jeopardy. We finally handled the story within the acceptable duration of a story. There are some officials who feel that they have the right to manipulate the editorial decision making process for their purpose.

From the response narrated above and extracts of the two key

informants, it seems apparent that there are both internal and external pressures that compel journalists to undergo self-censorship while reporting news. Mwaura (1994:93) states that many politicians in Africa think of the press as a tool in the service of government and politicians. According to Mwaura, excluding politicians who want to be flattered in news reporting is also considered as disrespectful and deserving punishment. This pressure from politicians thus could push journalists to undergo self-censorship and give favourable publicity to the powerful.

While acknowledging pressures on journalists, two informants argue that this scenario has changed. Extracts from the two informants are given below.

**Informant 5:** I know some journalists who fear to produce stories that are critical to the government. But the fear is not directly linked to the current media environment. Rather it is because of the hangover of the past, which still prevails in the journalists. It is true that until recently, handling political, economic and social issues in disfavour of the government had a consequence. However, the situation has been changed.

**Informant 4:** You cannot blame the government without carefully producing clear facts that ascertain the failure. This requires hard work. Journalists have capacity limitations to bring these types of stories that would give insight to the government on its unsuccessful activities.

Most of the informants also noted that if the big bosses do not feel comfortable with political and sensitive stories produced by staff reporters, they give orders not to run them. So they take stories from

news agencies that are affiliated to the ruling party, because those editors working in these news agencies can prioritize the interest of the ruling party. Surprisingly, informants pointed out that they feel a sense of relief by not producing these kinds of stories. According to them, these kinds of stories carry a high risk.

Therefore, it is possible to conclude that there are both internal and external pressures on journalists of Ethiopian Television. These political pressures hamper journalists from carrying out their lofty responsibility of giving truthful accounts of events they have covered. A recent study conducted on the practice and problems of censorship and ethics in Ethiopian Television also revealed the prevalence of self-censorship and direct forms of censorship within the organisation (Solomon Alemu, 2005:56).

As journalists encounter pressures from actors, they could respond in three ways. “They can fight, they can give in, altering the news to placate the exerters of pressure; or they can anticipate their critics, giving in sufficiently and in advance to avoid being pressured” (Gans 2004: 249). Almost all informants pointed out that they would rather respect the decisions of top executives than fight the pressures. The statement, “We do not want to lose our job,” was uttered by most of the journalists. One informant, however, pointed out that he is struggling to convince the top executive to protect journalists from pressures, which come from inside and outside the news organization.

#### **4.8. Perception of ETV journalists on their stories and audience**

Asked whether they could satisfy the expectation of their audience in their news coverage, the majority of informants answered 'no', while two were unsure about the satisfaction of their audience. The informants

gave different reasons for the failure of the news organization in meeting the expectation of its audience. The first is associated with freedom of the press. A greater number of informants blame the government for denying them the freedom to produce news that satisfies the expectation of the audience. These informants are of the view that government always wants favourable coverage and is not willing to hear negative coverage. Three informants quoted a statement of a senior government official from the Ministry of Information, who addressed a conference organized for Ethiopian Television journalists, to corroborate their view. According to them, the official urged the journalists not run stories that criticized government unless the government itself wanted them to do so. Capacity limitations of journalists have also raised by eight informants as major challenges.

The informants noted that they could not give sufficient attention to address their audience's views, opinions and their discontent particularly with the activities of government institutions at different levels.

**Informant 10:** Failure to air views and complaints of the public on different issues is the reason for detesting and perceiving a lack of credibility of ETV news among the audience.

**Informant 1:** We lose trust to our audience. Our audiences watch ETV news because they have no other choice because we are the sole TV station in the country.

**Informant 2:** When I am asked by my bosses to write a report on good stories that were aired the previous day, I sometimes write 'none'. Our audiences want to hear diverse views and opinions on several issues that affect them.

However, we fail to meet their expectations since we provide from one side - government.

Another informant expressed his views on audience satisfaction by taking the May 2005 national election as a frame of reference.

**Informant 6:** Reporting news before and after the election is quite different. We had gained a reputation with the public by presenting diverse views before the election. This also triggered a sense of ownership of ETV among the public. The situation immediately after the election has been completely different. And we have lost our credibility.

Golding and Elliott, who consider news values as "qualities of events or of their journalistic construction, (1999:119), notes that audience of the news organization is taken into considered when the importance of a news item is judged. Hence, "Is this important to the audience or will it hold their attention?" is one consideration.

However, as pointed out by the informants, journalists generally are not of the opinion that they could produce news stories that satisfies the audience. The main reason appears to be the pressures imposed on them from both inside and outside the news organization. The pressures seem to be one of the impediments to meet audience expectation. So the audiences of ETV may be dissatisfied with the content of ETV news if journalists who produce those stories are not satisfied with them.

Although this study does not encompass audience research on the quality of ETV news stories, these findings are consistent with recent research that explored ETV's failure to meet its audiences' expectation. "ETV, therefore, is a channel that is unable to produce and present programs that can touch the hearts and minds of its audiences" (Abel,

2005:60).

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS AND CONCLUSION**

This study aims to explore source consideration and story selection in Ethiopian Television. In doing so, the study has attempted to unearth dominant sources within Ethiopian Television newscast and analyse how they become frequent sources of the news. News selection criteria of Ethiopian Television have also been a focus of this study. This Chapter presents a summary of the findings and conclusions drawn from them.

#### **5.1. Summary of Findings**

As stated above one of the objectives of this study is to find out the dominant sources of news. The findings show that government sources in general were extensively used as main sources of the news. They account for nearly three-quarters (369) of all stories (73.4 %). Although the category of government subsumes sources in all three branches of the government, sources in the Executive Branch also predominate as news sources with 273 stories (54.2 %): parliament contributes 14.7% of all sources and court and police contributes 5 %.

Findings of the study also reveal both external and internal factors forcing journalists to put emphasis on government sources in general and government officials in particular. Internal factors are linked to source considerations made at editorial conference and organizational routines. Thus, the editorial conference prioritizes government sources over others while making decisions to cover an event or select stories. News executives also expect journalists to make government officials prominent in the news. Journalists therefore feel comfortable to quote government sources in their stories. The editorial policy of Ethiopian

Television also prioritizes government sources. The external factor includes pressures that come from government sources, particularly government officials who want to appear in the news frequently. The latter directly sometimes put pressure on the reporters, and indirectly via news executives of Ethiopian television.

A crucial body that makes decisions on source consideration and news selection in ETV is editorial conference. The powerful decision-makers in the editorial conference are those who are members of or pro to the ruling party. With regard to criteria for sources and news selection, ETV follows policies adopted by the government as a framework to choose stories. Accordingly, development is the major criterion for selecting stories. However, development activities undertaken by government are given priority. Portraying government positively is also another major criterion for choosing sources and news stories in the Ethiopian Television.

The findings also show that there are both internal and external pressures that force journalists to undergo self-censorship in order depict the ruling party positively and omit facts that are offending to the ruling party. It was also found out that journalists of ETV do not challenge their bosses and other officials who place obstacles in their path.

It is also concluded that Ethiopian Television does not take into consideration competition with other news organizations with regard to selecting news stories. The findings also show that media practitioners feel that their stories do not satisfy their audiences for they can not address issues prioritized by majority of their audiences. Providing one-sided stories that come from the top or government and unwillingness of the government to see criticisms and complaints from the public were

major challenges cited by the journalists as impediments to meet their audience expectations.

## **5.2. Conclusion**

As pointed out by Gans (2003), top-down coverage reflects the perspective of those who are powerful. This in turn suggests a wide gap between citizens and journalists. Ethiopian Television dominantly uses government officials as major sources of information in the news. Therefore, issues which are of highest priority to citizens are not necessarily reported by ETV. On top of this, when these officials are covered in the news, powerful gatekeepers, who are affiliated to the ruling party, ensure positive portrayal of the government in the news. Thus, as pointed out by Franklin (1994:6), it is possible to infer that Ethiopian Television is acting as a conduit for government policy messages instead of entertaining diversified views to create 'informed citizens' who makes 'rational' policy choices.

As noted by Herman and Chomsky, cited in Casey et al (2002), through the structure of ownership, and power and pressures on news organizations, business and government elites are able to ensure that certain views prevail and news become a means for the ruling to control ideas in society to reproduce its pre-eminence. As can be seen from the findings in this thesis, powerful gatekeepers who set ETV's news agenda give priority to prevailing government views. Consequently it is possible to conclude that through the factors stated above by Herman and Chomsky, and by putting in place gatekeepers who are loyal to ruling ideology, the government has been trying to impose its position and exclude varied views and criticisms that could be significant for the public.

Mwaura (1994) claims “reporting news that does not seem to flatter the powerful, especially the top politician, is seen as disrespectful and deserving of punishment”. Key informants also described this scenario. Therefore it is possible to infer that pressures on journalists hamper those at Ethiopian Television from carrying out their lofty responsibility of always giving truthful accounts of events they have covered.

With regard to the content of ETV news, it is possible to conclude that development in general and development activities undertaken by government in particular are given priority over other issues on Ethiopian Television news. However, Ethiopian Television is not playing one of the most important roles of the press - to promote transparency, accountability and good governance, as indicated by Kassoma (2000:40), by revealing to the citizenry all that government is doing or not doing which deserves public attention.

From this it is possible to conclude that the practice of news and story selection at ETV is less likely to contribute to moving the infant Ethiopian democracy forward, since the government appears to be attempting to set the media agenda, and opposing views and policy options are excluded from the news.

In general, it is possible to conclude that the practice of source and story selection within Ethiopian Television appears to contravene the Federal Democratic Republic of Ethiopia Constitution, which guarantees freedom of the press and diversity in the expression of opinion in "any media financed by or under the control of the state".

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## APPENDIX A

### Data gathered from Ethiopian Television Amharic News from 1 May 2006 to 30 May 2006 and Output

#### 1. Data

News Sequence	Main Actors	Origin of the Story	Date
1	Federal Officials	Staff	01.05.06
2	Others	Staff	01.05.06
3	Others	Staff	01.05.06
4	Parliament	Staff	01.05.06
5	Federal Officials	Ethiopian News Agency	01.05.06
6	Federal Officials	Staff	01.05.06
7	Regional Officials	Ethiopian News Agency	01.05.06
8	Federal Officials	Staff	01.05.06
9	Regional Officials	Ethiopian News Agency	01.05.06
10	Regional Officials	Regional Informantion Bureaus	01.05.06
11	Federal Officials	walta Information Centre	01.05.06
12	Regional Officials	Regional Informantion Bureaus	01.05.06
1	Federal Officials	Ethiopian News Agency	01.05.06
2	Federal Officials	Staff	01.05.06
3	Others	Staff	01.05.06
4	Others	Ethiopian News Agency	01.05.06
5	Parliament	Staff	01.05.06
6	Federal Officials	Staff	02.05.06
7	Business Community	Staff	02.05.06
8	Federal Officials	Ethiopian News Agency	02.05.06
9	Regional Officials	Ethiopian News Agency	02.05.06
10	Federal Officials	Staff	02.05.06
11	Regional Officials	Ethiopian News Agency	02.05.06
12	Regional Officials	Ethiopian News Agency	02.05.06
13	Regional Officials	Ethiopian News Agency	02.05.06
14	rank and Files/ The Blue Collars	Ethiopian News Agency	02.05.06
15	Civil Society Organizations	walta Information Centre	02.05.06
16	Civil Society Organizations	Staff	02.05.06
17	Federal Officials	Staff	02.05.06
1	Parliament	Staff	02.05.06
2	Federal Officials	Staff	02.05.06
3	Parliament	Staff	02.05.06
4	Federal Officials	Staff	02.05.06
5	Federal Officials	Staff	02.05.06
6	Federal Officials	Staff	02.05.06
7	Federal Officials	walta Information Centre	02.05.06
8	Independent Scholars	walta Information Centre	03.05.06

9	Others	Ethiopian News Agency	03.05.06
10	Federal Officials	Staff	03.05.06
11	Regional Officials	Staff	03.05.06
12	Court	Staff	03.05.06
13	Civil Society Organizations	walta Information Centre	03.05.06
14	Regional Officials	Ethiopian News Agency	03.05.06
15	Business Community	walta Information Centre	03.05.06
16	Independent Scholars	Ethiopian News Agency	03.05.06
17	Civil Society Organizations	Civil Society Organizations (CSOs)	03.05.06
18	Federal Officials	Ethiopian News Agency	03.05.06
19	Civil Society Organizations	walta Information Centre	03.05.06
1	Parliament	Staff	03.05.06
2	Parliament	Staff	03.05.06
3	Parliament	Staff	03.05.06
4	rank and Files/ The Blue Collars	walta Information Centre	03.05.06
5	Federal Officials	Staff	03.05.06
6	Federal Officials	Staff	04.05.06
7	Oppositions	Staff	04.05.06
8	Oppositions	News Media Organization	04.05.06
9	Independent Scholars	Staff	04.05.06
10	Federal Officials	Ethiopian News Agency	04.05.06
11	Regional Officials	walta Information Centre	04.05.06
12	Civil Society Organizations	walta Information Centre	04.05.06
13	Regional Officials	walta Information Centre	04.05.06
14	Business Community	Ethiopian News Agency	04.05.06
15	Civil Society Organizations	Ethiopian News Agency	04.05.06
16	Regional Officials	Ethiopian News Agency	04.05.06
17	Federal Officials	walta Information Centre	04.05.06
1	Federal Officials	Staff	04.05.06
2	Parliament	Staff	04.05.06
3	Parliament	Staff	04.05.06
4	Parliament	Staff	05.05.06
5	Parliament	Staff	05.05.06
6	Parliament	Ethiopian News Agency	05.05.06
7	Parliament	Staff	05.05.06
8	Others	Staff	05.05.06
9	Others	Staff	05.05.06
10	Independent Scholars	Ethiopian News Agency	05.05.06
11	Others	Staff	05.05.06
12	Federal Officials	walta Information Centre	05.05.06
13	Regional Officials	Regional Information Bureaus	05.05.06
14	Oppositions	Opposition PR	05.05.06
15	Police	walta Information Centre	05.05.06
1	Federal Officials	Staff	05.05.06
2	Others	Staff	05.05.06
3	Federal Officials	Staff	05.05.06
4	Federal Officials	Ethiopian News Agency	05.05.06

5	Federal Officials	Staff	05.05.06
6	Regional Officials	Staff	05.05.06
7	Federal Officials	Staff	05.05.06
8	Others	Staff	05.05.06
9	Others	Civil Society Organizations (CSOs)	06.05.06
10	Regional Officials	Ethiopian News Agency	06.05.06
11	Federal Officials	Ethiopian News Agency	06.05.06
12	Federal Officials	Ethiopian News Agency	06.05.06
13	Civil Society Organizations	walta Information Centre	06.05.06
14	Regional Officials	walta Information Centre	06.05.06
15	Police	Staff	06.05.06
16	Federal Officials	Staff	06.05.06
17	Civil Society Organizations	walta Information Centre	06.05.06
18	Civil Society Organizations	walta Information Centre	06.05.06
19	Federal Officials	Ethiopian News Agency	06.05.06
20	Regional Officials	Ethiopian News Agency	06.05.06
1	Federal Officials	Staff	06.05.06
2	Federal Officials	Staff	06.05.06
3	Parliament	Staff	06.05.06
4	Regional Officials	Staff	06.05.06
5	Regional Officials	Regional Informantion Bureaus	07.05.06
6	Others	Ethiopian News Agency	07.05.06
7	rank and Files/ The Blue Collars	Ethiopian News Agency	07.05.06
8	rank and Files/ The Blue Collars	Ethiopian News Agency	07.05.06
9	Regional Officials	walta Information Centre	07.05.06
10	Civil Society Organizations	Ethiopian News Agency	07.05.06
11	Regional Officials	Ethiopian News Agency	07.05.06
12	Regional Officials	Ethiopian News Agency	07.05.06
13	Regional Officials	walta Information Centre	07.05.06
14	Regional Officials	Staff	07.05.06
15	Federal Officials	Ethiopian News Agency	07.05.06
16	Civil Society Organizations	Staff	07.05.06
1	Federal Officials	Staff	07.05.06
2	Federal Officials	Ethiopian News Agency	07.05.06
3	Federal Officials	Staff	07.05.06
4	Parliament	News Media Organziation	07.05.06
5	Parliament	walta Information Centre	08.05.06
6	Regional Officials	Ethiopian News Agency	08.05.06
7	Regional Officials	walta Information Centre	08.05.06
8	Regional Officials	walta Information Centre	08.05.06
9	Independent Scholars	walta Information Centre	08.05.06
10	Regional Officials	walta Information Centre	08.05.06
11	Regional Officials	Ethiopian News Agency	08.05.06
12	Civil Society Organizations	Ethiopian News Agency	08.05.06
13	Regional Officials	Ethiopian News Agency	08.05.06
14	Regional Officials	walta Information Centre	08.05.06

15	Regional Officials	Staff	08.05.06
16	Civil Society Organizations	Ethiopian News Agency	08.05.06
1	Federal Officials	Staff	08.05.06
2	Parliament	Staff	08.05.06
3	Parliament	Staff	08.05.06
4	Parliament	Staff	08.05.06
5	Others	Staff	08.05.06
6	rank and Files/ The Blue Collars	Ethiopian News Agency	08.05.06
7	Regional Officials	Staff	08.05.06
8	Federal Officials	walta Information Centre	08.05.06
9	Federal Officials	Staff	08.05.06
10	Federal Officials	Ethiopian News Agency	09.05.06
11	Court	Staff	09.05.06
12	Federal Officials	Staff	09.05.06
13	Civil Society Organizations	Ethiopian News Agency	09.05.06
14	Federal Officials	Staff	09.05.06
15	Business Community	News Media Organization	09.05.06
16	Regional Officials	Ethiopian News Agency	09.05.06
17	Regional Officials	Ethiopian News Agency	09.05.06
18	Regional Officials	Ethiopian News Agency	09.05.06
19	Federal Officials	Ethiopian News Agency	09.05.06
20	Civil Society Organizations	Staff	09.05.06
21	Police	Staff	09.05.06
1	Parliament	Staff	09.05.06
2	Federal Officials	Ethiopian News Agency	09.05.06
3	Parliament	Staff	09.05.06
4	Parliament	Staff	09.05.06
5	Federal Officials	Gov't PR/ Public Relations	09.05.06
6	Federal Officials	Staff	09.05.06
7	Federal Officials	Gov't PR/ Public Relations	10.05.06
8	Federal Officials	Staff	10.05.06
9	Federal Officials	Staff	10.05.06
10	Federal Officials	Staff	10.05.06
11	Parliament	Staff	10.05.06
12	Federal Officials	Ethiopian News Agency	10.05.06
13	Regional Officials	Ethiopian News Agency	10.05.06
14	Business Community	Staff	10.05.06
15	Federal Officials	Ethiopian News Agency	10.05.06
16	Court	Staff	10.05.06
17	Federal Officials	Ethiopian News Agency	10.05.06
18	Others	Gov't PR/ Public Relations	10.05.06
1	Parliament	Staff	10.05.06
2	Parliament	Staff	10.05.06
3	Federal Officials	Staff	10.05.06
4	rank and Files/ The Blue Collars	Staff	10.05.06
5	Federal Officials	Staff	10.05.06
6	rank and Files/ The Blue	walta Information Centre	11.05.06

	Collars		
7	Parliament	Staff	11.05.06
8	Federal Officials	Ethiopian News Agency	11.05.06
9	Parliament	Gov't PR/ Public Relations	11.05.06
10	Regional Officials	Staff	11.05.06
11	Regional Officials	Ethiopian News Agency	11.05.06
12	Federal Officials	Ethiopian News Agency	11.05.06
13	Civil Society Organizations	Staff	11.05.06
14	Civil Society Organizations	Staff	11.05.06
15	Regional Officials	Staff	11.05.06
16	Court	Staff	11.05.06
17	Independent Scholars	walta Information Centre	11.05.06
1	Federal Officials	Staff	11.05.06
2	Federal Officials	Staff	11.05.06
3	rank and Files/ The Blue Collars	Staff	11.05.06
4	Federal Officials	Gov't PR/ Public Relations	11.05.06
5	Federal Officials	Staff	11.05.06
6	Civil Society Organizations	Ethiopian News Agency	11.05.06
7	Independent Scholars	Staff	12.05.06
8	Federal Officials	Staff	12.05.06
9	Regional Officials	walta Information Centre	12.05.06
10	Regional Officials	walta Information Centre	12.05.06
11	Others	Regional Informantion Bureaus	12.05.06
12	Regional Officials	Ethiopian News Agency	12.05.06
13	rank and Files/ The Blue Collars	Ethiopian News Agency	12.05.06
14	Civil Society Organizations	Ethiopian News Agency	12.05.06
15	Regional Officials	Regional Informantion Bureaus	12.05.06
16	Regional Officials	walta Information Centre	12.05.06
17	Regional Officials	Staff	12.05.06
18	Regional Officials	Regional Informantion Bureaus	12.05.06
1	Federal Officials	Staff	12.05.06
2	Federal Officials	Staff	12.05.06
3	Police	Gov't PR/ Public Relations	12.05.06
4	Parliament	Ethiopian News Agency	12.05.06
5	Parliament	Ethiopian News Agency	13.05.06
6	Federal Officials	Staff	13.05.06
7	Others	Staff	13.05.06
8	Federal Officials	Staff	13.05.06
9	Federal Officials	walta Information Centre	13.05.06
10	Independent Scholars	Ethiopian News Agency	13.05.06
11	Parliament	walta Information Centre	13.05.06
12	Regional Officials	Staff	13.05.06
13	Regional Officials	Ethiopian News Agency	13.05.06
14	Regional Officials	walta Information Centre	13.05.06
15	Court	Staff	13.05.06
16	Federal Officials	walta Information Centre	13.05.06
1	Federal Officials	Staff	13.05.06

2	Federal Officials	Ethiopian News Agency	13.05.06
3	Federal Officials	Staff	13.05.06
4	Others	Staff	14.05.06
5	Police	Staff	14.05.06
6	Police	walta Information Centre	14.05.06
7	Federal Officials	Staff	14.05.06
8	Regional Officials	Staff	14.05.06
9	Civil Society Organizations	Ethiopian News Agency	14.05.06
10	Regional Officials	walta Information Centre	14.05.06
11	Regional Officials	Staff	14.05.06
12	Business Community	walta Information Centre	14.05.06
13	Regional Officials	Ethiopian News Agency	14.05.06
14	Regional Officials	Ethiopian News Agency	14.05.06
15	Civil Society Organizations	Civil Society Organizations (CSOs)	14.05.06
1	Parliament	Ethiopian News Agency	14.05.06
2	Others	Ethiopian News Agency	14.05.06
3	Federal Officials	Staff	15.05.06
4	Civil Society Organizations	walta Information Centre	15.05.06
5	Civil Society Organizations	Ethiopian News Agency	15.05.06
6	Federal Officials	Ethiopian News Agency	15.05.06
7	Federal Officials	Ethiopian News Agency	15.05.06
8	Parliament	Staff	15.05.06
9	Regional Officials	Ethiopian News Agency	15.05.06
10	rank and Files/ The Blue Collars	Staff	15.05.06
11	Regional Officials	Staff	15.05.06
12	Regional Officials	Ethiopian News Agency	15.05.06
13	Regional Officials	walta Information Centre	15.05.06
14	Federal Officials	walta Information Centre	15.05.06
1	Parliament	Ethiopian News Agency	15.05.06
2	Federal Officials	Staff	15.05.06
3	Federal Officials	Ethiopian News Agency	15.05.06
4	Federal Officials	Staff	15.05.06
5	Federal Officials	Staff	15.05.06
6	Parliament	Staff	15.05.06
7	Parliament	Staff	15.05.06
8	Parliament	Staff	15.05.06
9	Civil Society Organizations	Staff	16.05.06
10	Federal Officials	Staff	16.05.06
11	Federal Officials	Staff	16.05.06
12	rank and Files/ The Blue Collars	Staff	16.05.06
13	Regional Officials	Staff	16.05.06
14	Regional Officials	walta Information Centre	16.05.06
15	Regional Officials	Ethiopian News Agency	16.05.06
16	Regional Officials	walta Information Centre	16.05.06
17	Civil Society Organizations	walta Information Centre	16.05.06
18	Federal Officials	Ethiopian News Agency	16.05.06

19	Civil Society Organizations	Ethiopian News Agency	16.05.06
20	Court	Staff	16.05.06
1	Parliament	Staff	16.05.06
2	Regional Officials	Ethiopian News Agency	16.05.06
3	Federal Officials	Staff	16.05.06
4	Parliament	Regional Informantion Bureaus	16.05.06
5	Federal Officials	Ethiopian News Agency	16.05.06
6	Civil Society Organizations	Ethiopian News Agency	17.05.06
7	Regional Officials	Ethiopian News Agency	17.05.06
8	Others	Ethiopian News Agency	17.05.06
9	Independent Scholars	Ethiopian News Agency	17.05.06
10	Regional Officials	Regional Informantion Bureaus	17.05.06
11	Federal Officials	Ethiopian News Agency	17.05.06
12	Police	Regional Informantion Bureaus	17.05.06
13	Civil Society Organizations	Regional Informantion Bureaus	17.05.06
14	rank and Files/ The Blue Collars	Regional Informantion Bureaus	17.05.06
15	Oppositions	Opposition PR	17.05.06
16	Civil Society Organizations	Staff	17.05.06
17	Federal Officials	Ethiopian News Agency	17.05.06
1	Federal Officials	Staff	17.05.06
2	Parliament	Staff	17.05.06
3	Parliament	Staff	17.05.06
4	Parliament	Staff	17.05.06
5	Parliament	Staff	18.05.06
6	Parliament	Ethiopian News Agency	18.05.06
7	Parliament	Ethiopian News Agency	18.05.06
8	Federal Officials	Ethiopian News Agency	18.05.06
9	Federal Officials	Staff	18.05.06
10	Federal Officials	Ethiopian News Agency	18.05.06
11	Regional Officials	walta Information Centre	18.05.06
12	rank and Files/ The Blue Collars	Ethiopian News Agency	18.05.06
13	Business Community	Staff	18.05.06
14	Regional Officials	walta Information Centre	18.05.06
15	Regional Officials	walta Information Centre	18.05.06
16	Court	Ethiopian News Agency	18.05.06
1	Parliament	Staff	18.05.06
2	Federal Officials	Ethiopian News Agency	18.05.06
3	Civil Society Organizations	Staff	18.05.06
4	Others	Staff	18.05.06
5	Federal Officials	Staff	18.05.06
6	Federal Officials	Ethiopian News Agency	18.05.06
7	Federal Officials	Ethiopian News Agency	18.05.06
8	Civil Society Organizations	Regional Informantion Bureaus	19.05.06
9	Regional Officials	Staff	19.05.06
10	Regional Officials	walta Information Centre	19.05.06
11	Regional Officials	Regional Informantion Bureaus	19.05.06
12	Oppositions	Opposition PR	19.05.06

13	Federal Officials	Staff	19.05.06
14	Independent Scholars	Ethiopian News Agency	19.05.06
15	Federal Officials	walta Information Centre	19.05.06
16	Civil Society Organizations	Ethiopian News Agency	19.05.06
17	Civil Society Organizations	Regional Informantion Bureaus	19.05.06
18	Others	Gov't PR/ Public Relations	19.05.06
19	Civil Society Organizations	Staff	19.05.06
1	Parliament	Staff	19.05.06
2	Parliament	Staff	19.05.06
3	Parliament	Staff	19.05.06
4	Federal Officials	Staff	19.05.06
5	Federal Officials	Staff	19.05.06
6	Federal Officials	Ethiopian News Agency	20.05.06
7	Regional Officials	Staff	20.05.06
8	Federal Officials	Ethiopian News Agency	20.05.06
9	Regional Officials	Ethiopian News Agency	20.05.06
10	Regional Officials	Ethiopian News Agency	20.05.06
11	Independent Scholars	Ethiopian News Agency	20.05.06
12	Business Community	Ethiopian News Agency	20.05.06
13	Regional Officials	Staff	20.05.06
14	Federal Officials	walta Information Centre	20.05.06
15	Regional Officials	walta Information Centre	20.05.06
16	Federal Officials	walta Information Centre	20.05.06
17	Court	Staff	20.05.06
1	Parliament	Staff	20.05.06
2	Parliament	Gov't PR/ Public Relations	20.05.06
3	Federal Officials	walta Information Centre	21.05.06
4	Federal Officials	Ethiopian News Agency	21.05.06
5	Business Community	Staff	21.05.06
6	Federal Officials	Ethiopian News Agency	21.05.06
7	Federal Officials	Ethiopian News Agency	21.05.06
8	Regional Officials	Ethiopian News Agency	21.05.06
9	Regional Officials	Ethiopian News Agency	21.05.06
10	Business Community	Ethiopian News Agency	21.05.06
11	Police	Ethiopian News Agency	21.05.06
12	Others	Ethiopian News Agency	21.05.06
13	Civil Society Organizations	Ethiopian News Agency	21.05.06
14	Others	Staff	21.05.06
1	Federal Officials	Ethiopian News Agency	21.05.06
2	Parliament	Ethiopian News Agency	21.05.06
3	City Administration Officials	Staff	21.05.06
4	Federal Officials	Ethiopian News Agency	21.05.06
5	Others	Ethiopian News Agency	22.05.06
6	City Administration Officials	Staff	22.05.06
7	Civil Society Organizations	Staff	22.05.06
8	Civil Society Organizations	Staff	22.05.06
9	Regional Officials	Ethiopian News Agency	22.05.06
10	Regional Officials	Staff	22.05.06

11	Regional Officials	Staff	22.05.06
12	Independent Scholars	Ethiopian News Agency	22.05.06
13	Independent Scholars	Ethiopian News Agency	22.05.06
14	Regional Officials	Ethiopian News Agency	22.05.06
15	Federal Officials	Ethiopian News Agency	22.05.06
16	Business Community	Ethiopian News Agency	22.05.06
1	Regional Officials	walta Information Centre	22.05.06
2	Federal Officials	Staff	22.05.06
3	Federal Officials	Ethiopian News Agency	22.05.06
4	Federal Officials	Staff	22.05.06
5	Federal Officials	Staff	22.05.06
6	Parliament	Staff	22.05.06
7	Parliament	Staff	23.05.06
8	Regional Officials	Ethiopian News Agency	23.05.06
9	Business Community	walta Information Centre	23.05.06
10	Regional Officials	Regional Informantion Bureaus	23.05.06
11	Regional Officials	walta Information Centre	23.05.06
12	Regional Officials	Ethiopian News Agency	23.05.06
13	Regional Officials	Ethiopian News Agency	23.05.06
14	Regional Officials	Staff	23.05.06
15	Civil Society Organizations	walta Information Centre	23.05.06
16	Civil Society Organizations	Staff	23.05.06
17	Court	Staff	23.05.06
18	Court	Ethiopian News Agency	23.05.06
1	Parliament	Staff	23.05.06
2	Federal Officials	Staff	23.05.06
3	Federal Officials	Staff	04.05.06
4	Federal Officials	Staff	24.05.06
5	Federal Officials	Staff	24.05.06
6	Court	walta Information Centre	24.05.06
7	Regional Officials	Ethiopian News Agency	24.05.06
8	Federal Officials	Ethiopian News Agency	24.05.06
9	City Administration Officials	Staff	24.05.06
10	Independent Scholars	Staff	24.05.06
11	Independent Scholars	Ethiopian News Agency	24.05.06
12	Business Community	Staff	24.05.06
13	Regional Officials	Staff	24.05.06
14	Others	Ethiopian News Agency	24.05.06
1	Federal Officials	Staff	24.05.06
2	Federal Officials	Staff	24.05.06
3	Others	Ethiopian News Agency	24.05.06
4	Federal Officials	Staff	24.05.06
5	City Administration Officials	Staff	24.05.06
6	Regional Officials	walta Information Centre	25.05.06
7	Regional Officials	Ethiopian News Agency	25.05.06
8	Parliament	Gov't PR/ Public Relations	25.05.06
9	Regional Officials	walta Information Centre	25.05.06
10	Parliament	Staff	25.05.06

11	Federal Officials	Ethiopian News Agency	25.05.06
12	Regional Officials	Ethiopian News Agency	25.05.06
13	Others	Opposition PR	25.05.06
14	Regional Officials	Ethiopian News Agency	25.05.06
15	Civil Society Organizations	Ethiopian News Agency	25.05.06
16	Federal Officials	walta Information Centre	25.05.06
17	Court	Staff	25.05.06
1	Federal Officials	Ethiopian News Agency	25.05.06
2	Parliament	Ethiopian News Agency	25.05.06
3	Regional Officials	Regional Informantion Bureaus	25.05.06
4	Parliament	Staff	25.05.06
5	Parliament	Staff	25.05.06
6	Regional Officials	Staff	26.05.06
7	Federal Officials	Staff	26.05.06
8	Federal Officials	Staff	26.05.06
9	Federal Officials	Ethiopian News Agency	26.05.06
10	Oppositions	Ethiopian News Agency	26.05.06
11	Regional Officials	Regional Informantion Bureaus	26.05.06
12	Federal Officials	Staff	26.05.06
13	Federal Officials	walta Information Centre	26.05.06
14	Federal Officials	Ethiopian News Agency	26.05.06
15	Court	Staff	26.05.06
16	Federal Officials	Staff	26.05.06
17	Others	Regional Informantion Bureaus	26.05.06
1	Civil Society Organizations	Staff	26.05.06
2	Parliament	Gov't PR/ Public Relations	26.05.06
3	Federal Officials	Ethiopian News Agency	26.05.06
4	Federal Officials	Staff	26.05.06
5	Parliament	Ethiopian News Agency	26.05.06
6	Regional Officials	Ethiopian News Agency	26.05.06
7	Regional Officials	Regional Informantion Bureaus	27.05.06
8	Parliament	Staff	27.05.06
9	Parliament	Ethiopian News Agency	27.05.06
10	Parliament	Ethiopian News Agency	27.05.06
11	Others	Regional Informantion Bureaus	27.05.06
12	Independent Scholars	Staff	27.05.06
13	Others	Staff	27.05.06
14	Others	Staff	27.05.06
15	Federal Officials	Ethiopian News Agency	27.05.06
16	Federal Officials	walta Information Centre	27.05.06
17	Others	Gov't PR/ Public Relations	27.05.06
18	Federal Officials	Staff	27.05.06
1	Parliament	Staff	27.05.06
2	Parliament	Staff	27.05.06
3	Federal Officials	walta Information Centre	27.05.06
4	Federal Officials	Staff	27.05.06
5	Federal Officials	Staff	27.05.06
6	Federal Officials	Staff	27.05.06

7	Federal Officials	walta Information Centre	28.05.06
8	Regional Officials	walta Information Centre	28.05.06
9	Police	Ethiopian News Agency	28.05.06
10	Others	Gov't PR/ Public Relations	28.05.06
11	Regional Officials	Regional Informantion Bureaus	28.05.06
12	Regional Officials	Regional Informantion Bureaus	28.05.06
13	Regional Officials	Regional Informantion Bureaus	28.05.06
14	Regional Officials	walta Information Centre	28.05.06
15	Federal Officials	Regional Informantion Bureaus	28.05.06
16	Federal Officials	Ethiopian News Agency	28.05.06
17	Federal Officials	Gov't PR/ Public Relations	28.05.06
18	Police	walta Information Centre	28.05.06
1	Federal Officials	Ethiopian News Agency	28.05.06
2	Parliament	Staff	28.05.06
3	Independent Scholars	Ethiopian News Agency	29.05.06
4	Parliament	Ethiopian News Agency	29.05.06
5	Others	Staff	29.05.06
6	Federal Officials	Staff	29.05.06
7	Independent Scholars	Staff	29.05.06
8	Civil Society Organizations	walta Information Centre	29.05.06
9	Federal Officials	Staff	29.05.06
10	Federal Officials	Ethiopian News Agency	29.05.06
11	Regional Officials	Regional Informantion Bureaus	29.05.06
12	Others	walta Information Centre	29.05.06
13	Others	Staff	29.05.06
14	Court	Staff	29.05.06
1	Federal Officials	Staff	29.05.06
2	Parliament	Staff	29.05.06
3	Parliament	Staff	29.05.06
4	Parliament	Ethiopian News Agency	29.05.06
5	Federal Officials	Staff	29.05.06
6	Federal Officials	Staff	30.05.06
7	Federal Officials	Ethiopian News Agency	30.05.06
8	Regional Officials	Staff	30.05.06
9	Federal Officials	Gov't PR/ Public Relations	30.05.06
10	Civil Society Organizations	Staff	30.05.06
11	Regional Officials	Staff	30.05.06
12	Others	Staff	30.05.06
13	Regional Officials	Staff	30.05.06
14	Others	Staff	30.05.06
15	Others	Ethiopian News Agency	30.05.06
16	Oppositions	Staff	30.05.06
17	Court	Staff	30.05.06

## 2. Output

**Table 1. Output showing main actors within Ethiopian Television Amharic News from 1 May 2006 to 30 May 2006**

	Main Actor	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Federal Officials	157	31.2	31.2	31.2
	Regional Officials	112	22.3	22.3	53.5
	City Administration Officials	4	.8	.8	54.3
	Oppositions	7	1.4	1.4	55.7
	Civil Society Organizations	44	8.7	8.7	64.4
	Business Community	13	2.6	2.6	67.0
	rank and Files/ The Blue Collars	13	2.6	2.6	69.6
	Independent Scholars	18	3.6	3.6	73.2
	Police	10	2.0	2.0	75.1
	Parliament	71	14.1	14.1	89.3
	Court	15	3.0	3.0	92.2
	Others	39	7.8	7.8	100.0
	<b>Total</b>	<b>503</b>	<b>100.0</b>	<b>100.0</b>	

**Table 2. Output showing origin of the story in the Ethiopian Television news from 1 May 2006 to 30 May 2006**

	Origin of the story	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Staff	224	44.5	44.5	44.5
	Ethiopian News Agency	158	31.4	31.4	75.9
	walta Information Centre	71	14.1	14.1	90.1
	Regional Informantion Bureaus	26	5.2	5.2	95.2
	Gov't PR/ Public Relations	14	2.8	2.8	98.0
	Opposition PR	4	.8	.8	98.8
	Civil Society Organizations (CSOs)	3	.6	.6	99.4
	News Media Organziation	3	.6	.6	100.0
	<b>Total</b>	<b>503</b>	<b>100.0</b>	<b>100.0</b>	

## **APPENDIX B**

### INTERVIEW GUIDE

1. Who are frequently quoted in the news?
2. Do you equally treat all your news sources?
3. What considerations do you make to choose your news sources?
4. What are some of the techniques you use when gathering news?
5. What kind of stories do you often cover?
6. What kind of news sources are preferable to Ethiopian Television?  
Why?
7. What kind of stories are important to ETV?
8. Who makes the final decision in selecting news stories?
9. Could you please tell me the process of news selection?
10. What are the criteria for news selection?
11. What is your role in the process of selection?
12. What does the competition of ETV with other media organizations in Ethiopia look like with regard to news?
13. Do you think all the news you have gathered from different sources meet the criteria for news selection?
14. Do you believe you give equal opportunities to all sections of the society to express their views in your news coverage?
15. In evaluating/selecting news stories, do you use your values, attitudes and experience?
16. Do you consider your organization's expectations while making news?
17. Do you always work in line with your editorial policy while selecting your new stories?

18. Are there conditions that make you breach guidelines set in the editorial policy?
19. Are there conditions that force you change your stories? If so, what are they?
20. Are you told by news sources or others what you should include or exclude in you news? If so, how do you respond to such pressures?
21. How do you gather feedback from your audience on your news stories?

## **Declaration**

I, the undersigned, declare that this thesis is my original work and has not been presented in any form. All the sources and materials used for the thesis have been duly acknowledged.

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