



**ADDIS ABABA UNIVERSITY**

**SCHOOL OF JOURNALISM AND COMMUNICATION**

**ASSESSING THE USE OF SOCIAL MEDIA FOR PUBLIC RELATIONS  
ACTIVITIES: THE CASE OF FDRE, MINISTRY OF AGRICULTURE**

**By**

**MISGANA AYALEW**

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF REQUIREMENT  
FOR THE DEGREE OF MASTER OF ARTS IN PUBLIC RELATIONS  
AND STRATEGIC COMMUNICATION**

**FEBRUARY, 2023**

**ADDIS ABABA, ETHIOPIA**

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COMMUNICATION.**

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**ADDIS ABABA, ETHIOPIA**

## DECLARATION

I, the undersigned declare that this thesis is my original work and all the materials that I used to prepare this thesis are acknowledged according to the regulation of university.

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**LETTER OF CIRTIFICATION**

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This is to certify that the thesis prepared by Misgana Ayalew, on Assessing the use of social media for PRs activity in FDRE Ministry of Agriculture Submitted in Partial Fulfillment of Requirements for the Degree of Master of Arts in Public Relations and Strategic Communication obeys the regulations of the University. The work is original in its nature and is eligible to earn master's degree in Public Relations and Strategic Communication.

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## ABSTRACT

This research paper assesses the use of social media for PR activity in FDRE Ministry of Agriculture. This research paper follows case study approach by which mixed method, qualitative and quantitative methods of data analysis, is used. Based on this, a total of 20 employees were selected from the Ministry of Agriculture. Among these selected employees, 15 of them were from different directorates of the Ministry, and 5 of them were from the public Relations and Information Directorate of the Ministry. To conduct the study questionnaires were distributed and analyzed qualitatively and quantitatively, in addition in-depth interviews were conducted with staff members of the Public Relations and Information Directorate.

The study showed that the Public Relations and Information Directorate of the ministry is using social media for PRs activities, but actively facebook page. The public relations through the social media is helping the ministry to announce and update the public easily without requiring too much time and money to share the updates. The challenges the ministry is facing are lack of awareness from the users including the staff members and the public, and users not sharing informations and updates for others.

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## **List of Abbreviations**

CEOs Chief Executive Officers

FDRE Federal Democratic Republic

PR public Relations

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## **Chapter one**

### **1.0 Introduction**

#### **1.1 Background of the study**

The Internet has revolutionized the way individuals, organizations and the whole society communicate. During its existence, the characteristics of the Internet have changed and it has become a more interactive platform than it was previously. People are increasingly discovering the new communicative possibilities that the Internet can offer. They are no longer connecting to the Internet only in order to find information on different web pages but also contributing to discussions with their opinions, experiences or other types of content platforms, where people can share information, knowledge, and opinions, are called social media.

According to studies have shown of the estimated 3.5 billion word-of-mouth conversations that occur around the world each day, about 2.3 billion of them - roughly two out of three - make a reference to a brand, product, or service. Word of mouth is increasingly manifesting itself through digital social media, where it spreads both farther and faster. This use of the social Web is increasingly important to marketers (Evans,2008. P.41).

In the process of creating mutual understanding between customers and organizations, public relations specialists use various types of media. Of all the other, they use nowadays predominantly social media regardless of their types (government or private) by creating their own pages to disseminate as well as scrutinize information to the publics. Since they are easier and faster to dispatch information in a form of audio, visual and/or picture form with no restriction in time and place, their vitality is ever increasing. Regarding this, it is indicated that:

Public relations personnel will need to continually monitor, analyze, and curate large amounts of data and respond to what is being reported or discussed in everything from traditional media to blogs, chat groups, and other social media (Ferrell&Hartline, 2011).

Since the main stream media need bigger cost to print or /and broadcast information with that of extra time, latest stories or ongoing events of an organization may not be able to be available on the spot. On the other hand, a well-managed Social Media pages if they are active and updated, can be a means for the public relations practices easily and timely available via apps and computers (personal or office). These media help to recognize the public's stance.

As a result, these outlets are becoming the first means to address updated organizations' information which make them to become preferable not only for the implementation of public relations' tasks but also for personal use.

Additionally, the use of social media page also become as a means to do Public Relations' activities which focuses on media outputs as well as public opinion gathering. These help the PRs specialists to evaluate the success of their activities namely to monitor and recognize the placement of their press releases, social media debates, and discussions about the brand and reputation of an organization, issues of the industry, and competitiveness (Doe& Conger, 2016).

Henceforth, my research has an objective of providing insights on how the selected ministry's public relations directorate use Social Media as a means of communication and branding tool for both of its publics. More specifically, this study attempts to define what kinds of social media are used in the Ministry of Agriculture and which opportunities and challenges the public relations directorate come across while using the page in doing PRs activities will be assessed. Moreover, it aims to study and illustrate the role social media plays on exchange of information as well as describe the objectives, strategies and tactics used to create understanding.

Finally, the goal of the study is to specify which key performance indicators are used by the directorate in measuring the impact of public relations activities such as branding through social media practices indicating insightful impact it has for addressing timely information. This paper focus the use of social media page for the public relations tasks of the Ministry of Agriculture in focus.

The impact that the powers and duties of the Ministry of Agriculture have on the lives of citizens can attract media in general social media in particular since media has a dominant power in many societies (Baines, Eagan, &Jefkins, 2004). The effect of Social Media implementation can be

understood using various tasks of PRs'. A few to mention, Media monitoring and creating platform are the aforementioned once.

As it is known agriculture is the backbone of the Ethiopian economy and it is the particular sector that determines the GDP and the growth of all other sectors. According to agriculture and food security data, agriculture in Ethiopia accounts for over 85% of the labour force and earns over 90% of the foreign exchange.

In today's world the globalization and social media have transformed the way people communicate and interact. This has helped organizations and individuals with internet access not only to offer but also to benefit from a wide range of services that were not previously available.

Social media have become part of everyday life for most people in the world. And they are representing a work environment changing opportunities for many persons and organizations. Impact assessment studies conducted in 2011 and 2013 on social media capacity building activities have shown that social media adoption rates are very high, and that positive impact occurs at personal, institutional and ultimate beneficiary levels.

Farmers and others, especially in developed countries, who are engaged in different agriculture related jobs are promoting their products on Social medias; extension services are using social media to reach out to their clients; and NGOs are using a range of social media tools to mount advocacy campaigns aimed at influencing policymakers. Minister level institutions and researchers are using online collaboration tools to work on joint publications. Educators and different educational institutions feel gratified when they can introduce online platforms for enhancing information exchange with their students and fellow colleagues. Various actors along the value chain are exploring new ways of buying or selling farm inputs and agricultural produce.

This research paper mainly focuses on assessing the use of social medias for stimulating the activities in agricultural sector for the development and success of the Ministry of Agriculture in Ethiopia.

Public relations scholars and practitioners alike agree that social media are changing the PR industry and increasingly playing an important role in the business planning process. From

another perspective, journalists have also spoken in favor of being reached via social media; one in four journalists report that they prefer that PR professionals contact them through social media (Institute for PR, 2013). There is reason to believe that social media are becoming the preferred channel of engagement, both with the target audience and service providers.

According to research *Social media* is the term often used to refer to new forms of media that involve interactive participation. The development of media is divided into two different ages, the broadcast age and the interactive age. In the broadcast age, media were almost exclusively centralized where one entity—such as a radio or television station, Newspaper Company, or a movie production studio—distributed messages to many people. All social media involve some sort of digital platform, whether that be mobile or stationary. Not everything that is digital, however, is necessarily social media. Two common characteristics help to define social media.

First, social media allow some form of participation. Social media are never completely passive, even if sometimes social networking sites such as Facebook may allow passive viewing of what others are posting. Second, and in line with their participatory nature, social media involve interaction. This interaction can be with established friends, family, or acquaintances or with new people who share common interests or even a common acquaintance circle. Although many social media were or are initially treated or referred to as novel, as they continue to be integrated into personal and professional lives they become less noticed and more expected.

Social media has evolved a great deal, and more consumers are using it to communicate and engage than ever before. According to the Pew Research Internet Project (2014), 74% of online adults use a social networking site, which includes a wide range of ages, education levels, and socioeconomic statuses. The researchers found that Facebook is one of the most popular sites (71% of online adults in the U.S. use this site); fewer respondents used LinkedIn (22%), Pinterest (21%), Twitter (19%), and Instagram (17%). Thanks to the popularity of multiple platforms across a wide range of audiences, social media has become one of the most popular topics in public relations.

Social media has also changed such aspects as media relations and the journalist-public relations professional relationship. Waters, Tindall, and Morton (2010) said social media has opened the

door for journalists to start making public relations professionals compete with others for the attention of journalists. Plus, with crowd sourcing and the tremendous growth of citizen journalism, the relationship and interaction with journalists has somewhat changed.

Employees and internal communication have progressed to the forefront of social media. In a mixed-methods study, Li and Terpening (2013) from Altimeter found that 43% of companies identified internal social media education as a top priority, and with proper steps, can help reduce risk and activate employees for engagement. Having an active CEO in social media has also been found to be beneficial as the overall number of online CEOs has increased. BRANDFog (2013) in a survey of U.K. and U.S. Weber Shandwick's study (2012) found the "social CEO" has increased by 30 percentage points, from 36% to 66%, in a two-year time period.

## **1.2 Statement of the Problem**

Social media is vital to get information about the perceptions of stakeholders and the success of media relations campaigns. It helps to understand negative gossips and take necessary actions. It is also essential in getting market information and feedback from the audience. Moreover, it is key for decision-making and planning (Health, R,(Ed.),2013).

However, many studies indicate that the use of social media for public relations practices is not as such adequately utilized as per the potential it has for creating mutual understanding between the organization and its publics. The notion behind studying the use of social media for public relations activities in the selected ministry is that it is one of key ministerial office in which the economy of the country based upon with that of having enormous stakeholders.

It is known that social media are playing an increasingly important role in agriculture and rural development policy processes and value chain development. Social media can be used to encourage interactions among users, researchers, innovators, extension officers and employees of ministries.

Social media can be very useful to create faster e-discussion platforms that can be easy to develop interactions on topics linked to agriculture and rural development, attracting large numbers of contributors, including researchers, extension agents, farmers' association representatives, environmentalists and even a number of staff from the Ministry of Agriculture.

Developing awareness of the use of social media for public relations activity and working more on the social media of the agricultural ministry can help the agricultural ministry to scale up its relations with the public. This may certainly help the institution to give answers for frequently asked questions like plant diseases, fertilizers, crop production and others by the farmers easily, after enabling the farmers trained on using different social media platforms without being restricted by physical boundaries, as agriculture is the backbone of Ethiopian economy

## **1.3 Objective of the study**

### **1.3.1 General Objective**

The general objective of this study is to assess the use of social media for public relations activities in FDRE Ministry of Agriculture.

### **1.3.2 Specific Objectives**

Specifically the study takes the following objectives:

- To identify how the different social media stream use for public relations in the organization.
- To show how the public relations through the social media help the ministry.
- To detect the challenges PRs Directorate faces in using the pages.

## **1.4 Research questions**

1. What focus is given to the use of social media by the Ministry?
2. How much is the public relations through the social medias helping the Ministry?
3. What are challenges the minister organization has encountered in using social media for public relation activities

## 1.5 Significance of the study

It is known that information is power for people. Even though there are different means of communications to enhance public relations among different bodies who engage in different activities, social media provide a lot of means to improve coordination between people.

In agriculture as most of the activities are practical, the different ideas, information's and faculties that needs to be shared among the ministry, researchers, farmers and other persons must be real time. But to achieve this there might be a lot of constraints like physical factors, budget and time. To solve this all problems social media can grant a great solution of the ministry of agriculture and others who work together with it. Social media can help to present attractive images, to share different opinions and programs on agriculture.

Social media can have also a greater role to help the staffs of the ministry of agriculture to issue real-time updates on activities and the institution's position on critical policy issues. The social media can also help the ministry to make documents available and design a regional and national database containing up-to-date information on production methods and production quantities of different agricultural products.

The social media tools can also enable the ministry o have extensive media coverage and increase visibility. Staffs, other concerned persons and partners, researchers and farmers can access different essential programs and practices anywhere.

## 1.6. Scope of the study

Geographically the study is restricted to the FDRE Ministry of Agriculture. They also have a large number of employees. This research paper is mainly delimited to: \_

- Assessing the use of social media for public relations activities in the FDRE Ministry of Agriculture.
- The assessment doesn't include organizations that are under the Ministry's supervision, as they have their public relations departments. Besides they have a large number of

employees and they are located in different places that need adequate logistics and time to conduct research.

## **1.7 Limitations of the study**

Nowadays, the importance of Social Media is being increased and assisted by various and measurement softwares. However, as the area is understudied, it is challenging to get local resources and adequate foreign pieces of literature. Therefore, the study uses social media guide in regard to assess the use of social media for Public Relations practices.

Some of the factors that affected the progress of this thesis being made perfectly includes:-

- Lack of local resources as the area is understudied.
- Lack of foreign pieces of literature.
- Limited time available to accomplish the whole research work.

## **1.8. Organization of the thesis**

This study comprises five chapters. The first chapter states the background of the study. It contains statement of the problem, objective of the study, significance of the study, scope of the study, limitations of the study, theoretical framework of the study and structure of the study. Chapter two deals with a review of related literature.

The third chapter is about research methodology. It deals with the study area, research design, source of data as well as the tools used to collect with that of the types (secondary and primary) sources of data will be indicated. Besides, the mechanisms this research will use to collect information is questionnaire and interviews, data sampling method, and data analysis, is the focus of the third chapter. The fourth chapter focuses on data presentation and analysis. Finally, Chapter Five presents the conclusion and recommendation.

## CHAPTER TWO

### 2. Review Literature

#### Introduction

This chapter reviewed some of the numerous works done by scholars and researchers which are directly related to this research work. In doing so, this chapter examined and reviewed the following areas like; Public relations definition, theoretical framework of the study, Public relations in Africa, Public relations in Ethiopia, Public opinion, Public relations in public sector (Government), Media relation, Government public relations, Perspectives of Agenda setting and System theories, Social media definitions, Kinds of social media, Social media and PRs and Social media for PRs.

#### 2.1 Public relations definition

Public relations is a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinions; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change; serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools. (Harlow 1976, cited in Tench&Yeomans, 2009).

This definition incorporates many activities which are vital in public relations. Therefore, it is possible to say that Public relations practitioners need to perform activities like anticipating, analyzing, interpreting, and planning to perform well.

#### 2.2 Theoretical framework of the study

The term Social Media has tended to be used alternatively with the term Web 2.0. This means the second stage of development of internet, characterized especially by the change from static

web page to dynamic content and growth of social media. The interchangeable usage of the terms is acknowledged by many observers like Constantinides and Fountain (2008, 231-232), Safko and Brake (2009, 6), and Kaplan and Haenlein (2009, 60). However, Constantinides and Fountain (2008, 232) consciously choose to use the two terms Social Media and Web 2.0 identically.

Public Relations is a multi-dimensional discipline and it can be interpreted using many theoretical perspectives (Tench&Yeomans, 2009). Miller (2012) stated organization as it contains five important elements namely organizational structure, group of people/employees, goals related to the organization and individuals, and environment of the organization that the organization is situated in. These elements have their implications on communication processes of organizations and their interaction with its environment. They have also relation with public relations practices of the organization. Moreover, Public Relations Practices is the process of searching for pieces of information from sources and use it for mutual understanding. The information obtained from social media has benefits like to plan, improve communication campaign, make decision, and manage crisis. It also is important to improve relation with stakeholders( Cyber Alert (n.d.)). Therefore, perspectives of Agenda setting and System Theories will be selected to study and interpret the findings of this study. Moreover the theoretical framework support by introducing and explaining why the research problem under study exist.

### **2.3 Public relations in Africa**

The public relations in Africa achieved momentum only the last two decades. As in other parts of the world, many practitioners enter the profession through journalism, often being trained abroad since few facilities exist locally. In the Third world, public relations practices are designed to be consistent with the political ideologies, levels of development and sociopolitical controls. African public relations practitioners are thus expected to be team players on the side of the government. The development of public relations on the African continent has been influenced by the availability of mass media. The Nigeria Institute of Public Relations (NIPR) was established in 1963, and after the oil boom, public relations exploded. By 1993 the NIPR had 2000 members as well as a constitution and a code of ethics. The “god father” of public relations profession in Egypt,

Prof. DR. Mahamoud El Gohary, founded the Arab Public Relations Society (APRS) in 1966, first in Egypt, then in other Arab and African countries. The Zimbabwe Institute of Public Relations (ZIPR) was founded in 1957 and has made enormous progress. By 1993 ZIPR had 207 members, most worked in the capital city, Harare. The Public Relations Society of Kenya (PRSK) was established in 1991. The Sudan Public Relations Association was founded in 1973, and the Public Relations of Uganda originated in 1976. By 1981, nine out of 56 national public relations association in the world were in Africa. The Public Relations Association of Kenya, Ghana, Uganda, Cameroon, Swaziland and Zimbabwe are registered with IPRA. Federation of African Public Relations Associations (FAPRA) was founded in Nairobi in 1975 with the aim of uniting the francophone and Anglophone parts of Africa (<http://books.google.com.et> pp.15-16).

The first public relations course in East Africa was instituted by public relations counsel firm in Nairobi, Kenya in 1966 for representatives of business firms (Moore and Kalupa 2002:545). The African public relations association is the successor organization to the Federation of African Public Relations Associations (FAPRA) which was inaugurated in Nairobi, Kenya, in 1975, as umbrella body of all national public relations associations. It is a non-governmental, non-political and non-profit-making professional association, established to foster unity and integration amongst public relations practitioners in Africa as a whole. One continent wide agency whose interest is development is the 20-year-old Federation of African Public Relations Associations (FAPRA) (Newsom and Carrel 1996:94-95). Development issues are particularly significant for Africans (Culbertson and Chen 1996:93-94). *In African governments in which one party or one leader determines public policy, there can be no true role for public relations as we define it.* The party or leader may use communication techniques as a form of propaganda or manipulation to keep the people in line; but there would be no room for professional practitioners to practice on behalf of those who wanted to challenge or criticize the statuesque or propose different ideas, policies and procedures. Clearly these communication practices would be labeled subversive, unlawful and undemocratic (Rice and Atkin 2001:153).

## 2.4 Public relations in Ethiopia

The mass media in Ethiopia have a long and prominent history. There has been a steady line of development from the Geez books written by hand centuries ago; from the Psalter and New Testament printed in Geez in Europe in the 16th century; from the broadcasting of news and decrees by the “Awaj Negari” (the Herald) in the tower; to the modern era of well equipped printing presses, daily newspapers illustrated magazines and scholarly reviews, powerful radio transmitters and the beginnings of the television system. In earlier times news in Ethiopia was made public from a tower in the capital, Addis Ababa. Gradually the boom of the drum and the cry of “Awaj-Awaj-Awaj” would echo and reecho throughout the country. Thus the “Awaj Negari”, the herald on the tower, could be described as the first medium of mass communication in Ethiopia. Slowly the drum and drum like voice (the herald) were replaced by other media.

As modern mass media started in Ethiopia during the reign of Emperor Minilik II, it was during this time that the first two magazines and the first Amharic weekly newspaper, “Aemro” was first published in 1888, but its publication was soon interrupted to resume only in 1900-1902. Some other newspapers which were published before the introduction of “Addis Zemen” (New-Era) were “Banderachine” (banner), Sendek Alamachin” (our flag) and “Berhanenna Selam” (light and peace) and many others in fact. The daily newspapers “Addis Zemen” (New Times) and the “Ethiopian Herald” started publication in 1941 and 1943 respectively. Even though radio started in 1935, programs employing modern radio technology which started under the auspices of the Ministry of Information only in the late 1940`s. Television program started in 1964. The Ministry of Information should serve as the bridge between the government, the people and the rest of the world. (Lisane Mastawekia, Voice of the Ministry of Information 2003: 31-35). The Ministry of Information was established in 1942 around Abune Petros statue erected area in Addis Ababa. It was named the Ethiopian Information organization under Yetsehfet Ministry. Its mandate was to disseminate information, controlling the printing press of the government and newspapers, publishing laws, regulations by Negarett Gazette. After a year it was organized as Information and Newspaper office. In 1964 it was named the Ministry of Information. In 1966 it was named as the ministry of information and culture. In 1976 it was named Ministry of Information and Merha Behere. From 1988-1995 it changed its name as

Ministry of Information. In 2008 it is organized under the name of government communication affairs office (Ministry of Information in the New Millennium Magazine 2008:7). The regional states follow similar organizational structure as the Ministry of information.

## **2.5 Public opinion**

Public opinion is the compilation of individual observations or thoughts on a specific topic (Health, R., (Ed), 2013). Peoples have attitudes and perspectives towards events or issues. When people reach on consensus on these perceptions, they form opinions. Anne (2010) explained this as "Public opinion represents a consensus, which emerges over time, from all the expressed views that cluster around an issue in the debate, and that this consensus exercises power."(p.99). Public opinion can be created by the media.

Due to agendas set by media through news reports, public opinion can be influenced or shaped. News stories may treat one as less important than the other and have marginalizing effects. This indicates the impact of media on public relations activities and organizations. The target of public relations activities is the attitude of the general public. This can be done by increasing media relation campaign. This influences public opinion. There is a normally held view that what the media say form public opinion. Therefore, working on the media helps to influence the public (Anne, 2010). Public opinions which are articulated through media have an influence on organizations. This can be seen in the following quote.

The media often define and crystallize the public mood, although sometimes its influence can be overestimated. It is certainly true that these media can fatally damage the reputation of an organization or individual. Sometimes this is because the organization is genuinely at fault, in which case the media is doing its job of serving the public interest. (Anne, 2010 )

Opinion shows sight on a specific subject. Therefore, understanding public opinion helps to improve public relations activities implementation. Public opinion can be recognized by media monitoring or gathered by opinion polls. According to Bethlehem (2018), the poll is an instrument of gathering information about a group of people, and opinion polls are studies that quantify the feelings and opinions of a group of people on topics like economy and politics.

## 2.6 Public relations in the public sector (Government)

Government touches every aspect of society, and virtually every facet of government relies on, or is closely tied to, public affairs. The overall goals for government public affairs, regardless of the level, and to some extent, type of government, have at least seven purposes in common:

1. Informing constituents about the activities of the government agency.
2. Ensuring active cooperation in government programs.
3. Fostering citizen support for established policies and programs
4. Serving as public's advocate to government administrators.
5. Managing information internally
6. Facilitating media relations
7. Building community and nation (Cutlip, Center and Broom 2006:411).

Public relations is used to make government more meaningful and more useful in the lives of our citizens. But they need closer scrutiny of the news media and scholars if the public interest is to be protected (Hiebert 1988:53-54). Moss (2001) suggests that in many parts of the world public relations remains wedded to its publicity origins. But Krishnamurthy and Dejan (2001) suggest that, in political systems that do not value public opinion, PR tends to be propagandist (although) Al-Enad (1990) questions whether government institutions in authoritative societies care about public opinion (Oliver 2004:439). *Public relations is an important element in implementing government policy.* As the relations between the different sectors of the government and the various publics becomes more complex, it is necessary to create a good climate for communication. Publics are affected by government decisions and vice versa, and those who support government or grant its legitimacy must grasp these relationships. Good information is a critical input factor (Culbertson and Chen 1996:246). Al-Enad concluded that the function of public relations serves two goals: "to educate the public on the subject related to the client and to publicize achievements of the client". (Ibid.249). Al-Enad (1990) described public relations in the Third world as driven by a living rule of public be damned, as geared toward propaganda, and as exploited by government and private institutions both to react to and to trigger positive changes in society (Ibid.391). *Public relations officers seek a flow of information from the public to those who must make*

*informed choices in the policy decision process.* This is the most misunderstood strategic task of government public relations staffs. In a large government bureaucracy, leaders can become isolated from those people who may be most affected by their policy decisions (Caywood 1997: 457-458).

By reviewing the public sector environment literature, Liu and Horsley identify 8 attributes (under review) that affect the government public relations: politics, focus on serving the public, legal constraints, extreme media and public scrutiny, lack of managerial support for public relations practitioners, poor public perception of government communication, lagging professional development, and federalism (Liu and Horsley 2007:378).

## **2.7 Media relation**

Public relations activities use different media to transmit information and create the necessary understanding and knowledge. They also use social media to create platform and disseminate relevant information to their work. As a result, Media relations take up the main place in public relations activities because media serve as ‘gatekeepers’ or filtering unit of information flow between organizations and its publics (Hunt & Grunig, 1994 cited in Baines, Eagan, & Jefkins, 2004).

In media relations providing timely, fair, relevant, and complete information is basic. Public relations specialists are not expected to put their organization's interests above others. They make an effort to guarantee that the interest of their organization goes with the public's interest to avoid adverse effects. If practitioners put their organization's interest above the public's interest, they will affect their media relation as well as their organization (Health, (Ed)., 2013). Media relation is expressed as: Media relation is a busy highway traffic travelling in both directions between journalists and public relations practitioners, and the rules of the road are observed as courtesies rather than enforceable regulations. In other direction, journalists ask practitioners for help in gathering information for news stories or verifying details. (Lamb & McKee, 2005)

Both public relations specialists and journalists need one another for their own purpose. Lee, Neeley, & Stewart (2012) Say, "The practice of media relations is not like the practice of law with statutes and court decisions or math with geometric and trigonometric proofs." (p.29). This

is to show that knowledge of media relations and the technique of presenting truthful, timely, and full information are necessary for media relations.

The use of Social media on the other hand is spreading at an alarming speed to disseminate an updated information. The PR Policymaker is a professional who quickly learns that a crucial part of the communications strategy and planning process includes the development of social media policies, training, and governance since it has good and bad sides. Concerning public relations activities, media may bring about damage to the image or reputation of organizations. Regarding this, Jefkins (1992) Says, "If this concerns a company or a government, the public relations officer (PRO) has to work very fast to counteract any misinformation, or even to present the true facts about a disaster." (pp.5-6). Media relation needs careful planning.

Creating an open and trusting relationship with editors and reporters can help Public relations to get access to media channels and it should be the job of public relations (Hunt and Grunig, 1994, cited in Baines, et al., 2004).

According to Vollmer and Precourt (2008), consumers are turning away from the traditional sources of advertising, such as radio and television, and that they consistently demand more control over their media consumption. Consumers require on-demand and immediate access to information at their own convenience, and that consumer are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions. (Vollmer and Precourt 2008, 30-35.) Also Mangold and Faulds (2009) explicate that people are witnessing an explosion of internet-based messages transmitted through these media. These have become a major factor in influencing different aspects of consumer behavior including awareness, information acquisition, purchase behavior, opinions and post-purchase communication. (Mangold and Faulds 2009, 358.)

Media monitoring results expose the quality of media coverage, the type of information that the media are disseminating, and the effect of misinformation on organizations (Baines, et al.2004). It is also significant to advise CEOs and plan future activities based on the comments shared on via the social media pages of the organization which are among the public relations' tasks.

Furthermore, the current worldwide phenomenon unlike the previous era highly become dependent upon the digital media so as to create common understanding. In democratic societies, governments are expected to be transparent to their citizens. Communication of what and how

the government is doing its activities is considered as reflecting the government's accountability and responsibility (Lee, Neeley, & Stewart, 2012).

## **2.8 Government Public Relations**

Government public relations is about the relation or interface of government with, its citizens, governmental supervisory body, and lawmakers. It is to some extent different from public affairs in that public affairs is concerned with how organizations communicate with different government bodies and practice lobbying. Lee, Neeley & Stewart (Ed.), (2012) say, " Government public relations helps to facilitate communication with constituencies and with governmental publics."(pp.159-160)

Government public relations practitioners are expected to do public relations tasks using the newly emerging digital media such as monitor and identify growing ethical issues in the interaction process of government with its constituencies. In most cases growing ethical public policy issues may appear and these issues must be identified early to prepare a strategic plan and properly manage them. If ethical public policy problems appear, they may change public opinion and this will make the public relations' activity of interacting with different stakeholders difficult (Lee, Neeley & Stewart(Ed.),2012).

In government public relations, public relations activities help government administrators realize the mission of their organization and fulfill responsibilities given to the government in democratic systems (Lee, Neeley, & Stewart, 2012). There are many responsibilities government public relations practitioners should consider. It is explained as: The communication obligations of a government manager include responding to inquiries from the news media, reporting to the electorate on agency activities, and generally being responsive to the public. These are not luxuries in the context of democratic governance. Rather, they are obligations that can't be ignored, even if and when a politician denounces them as self-serving and wasteful propaganda. The qualitative difference between public administration and business administration is the governmental context of agency management (Lee, Neeley, & Stewart, 2012)

Organizations that understand the attitudes of their publics have an advantage over those which do not comprehend their public's attitude (Anne, 2010). As a result, public relations specialists

use social media to comprehend the attitude of stakeholders as well as use as a means to gather information along with updating their publics about what the organization does on day to day

## **2.9 perspectives of Agenda setting and System theories**

### **2.9.1 Systems Theory**

Systems theory is originated from the study of Biology and Engineering. The founder of Systems theory was theoretical biologist Ludwig von Bertalanffy. He published a book which is General Systems Theory in 1968. By this Ludwig von Bertalanffy advocated as systems theory can be applied in other disciplines. Systems theory considers organizations as an open system that has interconnected and codependent parts or subsystems. It considers organizations as a complex organism that must interact with its environment to live (Katherine and Miller, 2012).

There are closed and open systems in the characteristics of systems theory. There are four public relations models. These are press Agency/ publicity model that information follows one way and depends on manipulation, public information model also uses one way information flow and focuses on maintaining image of the organization, two way asymmetric model uses two way communication.

In this regard, public relations ought to consider itself as part of an open system. They must encourage the organization to do vital environmental impacts and adjust its activities accordingly with the environment. The open system encourages two-way symmetric communication and supports environmental monitoring. This theory indicates public relations practitioners to be advisors of the organization. It teaches them to get access to senior managers and influence activities, minimize crises by scanning their environment and show as public relations can make contributions to organizational success (Tench&Yeomans, 2009).

### **2.9.2 Agenda Setting Theory**

Agenda setting theory states that Media set an agenda for society. Sriramesh&Verčič (2009) state that while the media are doing their main activity- the watchdog function, they also set agenda for society. However, their effect goes ahead of setting the agenda. Lerbinger (2006) states that "There is mounting evidence that the modern mass media shape how people think about an event

or issue." Therefore, public relations specialists should use social media to understand their stakeholder's views besides to know the success of their activity. Sriramesh&Verčič (2009) clarifies that much evidence shows modern mass media shape people's opinion towards an event or issue. Therefore, it is possible to understand from Agenda-setting theory that public relations practitioners should implement social media and early identify the attitude of their publics.

These two theories indicate that public relation should follow up what is reported about their organization and react accordingly. Based on these theories organizations interaction with their environment is eminent. The objective of public relations practices is searching for information about organization and use the information in a useful manner. Therefore, these two theories support to study the implementation of social media practices of PRs tasks.

## **2. 10 Social Media Definitions**

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011). Social media has been referred to as “social media sites” (Diga & Kelleher, 2009), or a set of information technologies which facilitate interactions and networking (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media.

Another definition of social media refers to “Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence” (Huang & Benyoucef, 2013 p. 246). Social media, such as Facebook, Twitter, and LinkedIn, provide people with a pervasive network connectivity (Asur &Huberman, 2010).

## **2.11 Kinds of social media**

### **Facebook**

Facebook is a big platform for public practitioners to use in practice. It is free social networking where users create profiles, post content, share photos, chat with their friends or family, and reply to or link to messages posted by their friends. As what Stránská and Střiteský,

(2015) mentioned in their research, Facebook improves the speed for making an issue public and can receive a reply significantly quicker than through hotline. On Facebook, PR workers engage the audience by acting as a conversational brand, and they set up their own pages for the organizations, which helps to establish a strong audience base. Viewers receive updates by following pages set up by PR workers. Unlike newspaper and television, Facebook users can read the content they are interested in, click the 'like' and 'share' button easily, and comment freely without the limitation of place and time.

On the other hand, by monitoring Facebook users' attitudes, inaccurate reviews that requires correction and extra concerns among the target groups can be spotted (Wigley & Zhang, 2011). Owing to the advantage of having a huge user base on Facebook, posting on it enables PR workers to reach out to a wider audience and see if their actions are feasible. They can also find out whether the ideas and behaviors of their stakeholder groups are in line with what PR professionals want them to be. According to Komodromos (2014), the Facebook page is considered to be the key to monitoring crisis management methods. The misunderstanding can be collected through the comments and reactions of the stakeholder groups, and the audience's extra attention is noticed in advance. This helps reduce the crisis happening and avoid the unexpected appearance of the company's bad image. However, Facebook users mainly use the platform to stay in touch or reconnect with people they know offline. As a result, PR professionals may have some restrictions in reaching different groups of audience. In spite of this, Facebook is a good platform for PR practitioners in practice, due to its multiform in posting, fastness in sharing, and necessities in receiving comments.

### **Twitter**

Twitter is another option for the presentation of PR workers. Twitter is designed to be like a micro blog, allowing users to post short messages of up to 140 characters, known as tweets. These offer rapid and brief updates, comments or opinions. Twitter's ability to provide instant updates to stakeholders seems to be the most common reason for why PR workers should use it. (Willmott & Wastom, 2012). Since the speed of information transmission and audience attitudes toward certain situations change very fast, instant messaging seems very important to follow up what is happening and update what they are thinking. Regardless of the brevity and fast speed in spreading of tweets, it is also a great tool to listen to the audience. It was admitted by Evans,

Twomey, and Talan (2011) that Twitter has allowed many people's voices to be heard internationally. Twitter provides PR professionals with a great opportunity to have a quick conversation with the media, and at the same time, let them better understand the media as individuals. Because of its openness in retweeting, and the restriction of viewing the information by following certain users does not exist, the practice of PR may be more objective and accurate. From what has been discussed above, the conclusion can be drawn that twitter is regarded as a good tool for PR presentation.

## **YouTube**

As a popular video-sharing social media site, YouTube is used to present lots of information by PR practitioners. YouTube is a platform focused on video, compared to Facebook and Twitter which mostly through the release of the text. It is a smart PR strategy for nonprofits to use YouTube as a tool in promoting because it is the fourth most-visited website in the United States (Waters & Jones, 2011). YouTube videos can be accessed by different kinds of people, such as media representatives, consumers, potential cooperators and so on. This has satisfied the PR professionals by having a good deal of viewers. On the other hand, according to Seiple (2011), people like to absorb information in different ways, for example, viewing a video with the overview of your company or product rather than reading texts on the website. PR professionals are often asked to develop and implement plans to introduce products, services, and some activities. YouTube videos are often good ways to raise awareness of news and announcements. YouTube videos can expand the reach of promotional messages in an engaging and interactive way. In addition, PR practitioners can use YouTube to launch a campaign to tackle crises, expose communities, and expand brands. However, DiStaso and McCorkindale (2013) hold the view that viral videos are either beneficial for the company or harmful, depending on the quality of content. Therefore, the content and edit of the videos should be carefully considered. All in all, YouTube enables the presentation of PR practitioners to become more interesting and attractive.

### **2.12 Social media and PRs**

Social media has been increasingly used in public relation. The use of social media is very important for PR practitioners in three aspects: presentation, communication, and performance. “Social media puts the ‘public’ into public relation and the ‘market’ into marketing.” (Brogan,

n.d.). Public relation (PR) is now really combined with the public. Nowadays, social media has changed the patterns of PR practice. In a sense, since the emergence of social media like Facebook, Twitter, and YouTube, PR practitioners no longer serve as information sources. PR has become more integrated due to the cooperation between the public and organizations. A large number of studies have been done on the influence and use of social media in PRs. Many of them come up with that social media is the platform and carrier of public communication campaigns and strategic communication (Wang, 2015), which mostly are talking about communication. The usage of social media has brought significant changes to PR practice in communication. However, there are also some other areas that are also influenced.

### **2.13 Social media for public relations**

It is increasingly evident that new and social media have reshaped the practice of public relations. DiStaso and McCorkindale (2012, p. 76), for example, suggest that, “The importance of social media to the field of public relations cannot be underscored, and is essential for the operations of many organizations”. Valentini and Kruckeberg (2012, p. 11) argue that, “social media must be at the heart of public relations activities because social media can enhance organization relationships by increasing and improving community relations.”

Moreover, Valentini (2014), Wright and Hinson (2012) and Shin, Carithers, Lee, Graham, and Hendricks (2013), have found that there is a pervasive discourse in the public relations literature that the use of social media in PR has positive consequences. For instance, the extended use of social media may lead to higher levels of engagement and positive behavioral impact (Paek, Hove, Jung, & Cole, 2013). Smith (2013) argues that social media enables the development of the relationship between marketing and public relations by enabling a greater capacity of interaction and relationship cultivation.

Perhaps, more importantly, the literature also suggests that social media and public relations exist in a natural symbiosis with respect to what we will discuss, below, as engagement. Here we refer to the strongly held belief that both social media and PR exist to foster relationships with, and to promote interaction between, members of a target audience and the firm, and among members of the target audience. For example, Valentini and Kruckeberg (2012, p. 6) write that, “definitions of social media focus upon the behaviors and interactions that are established among individuals, that is, for what individuals use social media. . . social media do not exist without

users.” Valentini and Kruckeberg (2012, p. 8) claim that, “Participation and collaboration should be the mantra of online public relations in social media environments.” Moreover, Valentini and Kruckeberg (2012, p. 8) go on to describe participation and collaboration in terms of engagement: “Social media and social network sites should be conceptualized as online social environments that enable people to engage in relationships of a different nature for example, professional, personal, and spiritual ones.

” The engagement of users has become an essential component in social media campaigns that strategic communication specialists need to pay attention to (Paek et al., 2013; Bronner & Neijens, 2006). This is not to say that social media do not have their doubters: Barlett and Barlett (2012, pp. 13 14) have argued that “Whereas social media have built legitimacy alongside traditional media, the ways they impact publics are less clear.” One aspect of communications campaigns rarely examined in relationship to public relations is creativity.

Green (2010, p. 6) defines creativity as a, “process that results in novelty, which is accepted as useful, tenable or satisfying by a significant group of others at some point in time.” Green goes on to write that, By ‘significant group’ of others’ he [Morris] means those who have influence or power to determine what is recognized as of value in a group. In a public relations context, ‘significant others’ could be defined as fellow practitioners, or users and consumers of our product or service, such as journalists and clients (p. 6).

While the use of technology is widespread in public relations, it should not be seen as either a substitute for either the creative execution of strategy or the production of content. Indeed, Green (2010, p. 141) warns that “Creative thinking in using social media should be focused on its content rather than its technology.” While we agree with Green’s assertion that the focus of any use of social media in a PR campaign should be on content, we would also note that, increasingly, the development of PR strategies and the creative design, development and deployment of PR content must take into account the communications technologies through which this content is delivered.

## CHAPTER THREE

### 3. Research Design and Methodology

#### 3.1 Introduction

This chapter deals with the methodology used to conduct the study. Therefore, the research design and its selection for this study, source of data and data collection tools, a primary source of data, in-depth interview, data sampling, and analysis are shown.

#### 3.2 The study area

The study focuses on the FDRE Ministry of Agriculture. It has given powers and duties concerning this sector. Most of the developmental activities of the country especially those related to economic and environmental are also attached to this Ministry.

Therefore, each of its activities has an influence on the life of citizens and large audiences follow its performance. Media give special attention to each activity. Many positive and negative criticisms are given through local and foreign media concerning the agricultural activity of the country. The Ministry more than employees. Its working staff places it among the largest public service organizations.

This study focuses on the Ministry of Agriculture because of the influence it has on many customers and the use of social media crucial vitality for public relations activities in the Ministry. Besides this, it is chosen because of the easy access that the researcher can get data along with constraints not to include offices under the ministry supervision regarding the time and budget.

#### 3.3 Research Design

A research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data (Pandey&Pandey, 2015). It is useful in indicating general clues about the research for those who assist researchers. It shows the methods of data collection and analysis. It has also an impact on the reliability of the research result.

To better understand the research problem, this study uses the mixed method of research. According to Creswell (1994), quantitative research is used to measure opinions, attitudes, and

behaviors and find out how the whole population feels about certain issues in a manner that can be expressed in quantity. The qualitative method doesn't use numerical analytical techniques. As a result, the mixed method is preferred. This is stated as:

Recognizing that all methods have limiting resources felt that biases inherent in any single method could neutralize or cancel the biases of other methods. Triangulation data sources-a means for seeking convergence across qualitative and quantitative methods-was born (Jick, 1979, cited in Creswell, 2009)

### **3.4 Data sampling and sampling method**

The researcher uses the purposive sampling method as the nature of the topic is not related to most of the activities that the Directorates of the ministry performs.

The purposive sampling technique is stated as:

In this type of sampling, items for the sample twenty employees were selected deliberately by the researcher; her choice concerning the items remains supreme. In other words, under non-probability sampling the organizers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole (Kothari,2004).

Therefore, from all core directorate members directors and two experts from each while all the Public relations and IT directorate members are purposively selected for this research.

### **3.5 Source of data and data collection methods**

The researcher used both primary and secondary data to perform this study. An in-depth interview is selected to get primary data from public relations department staff members. A questionnaire is also used to collect data from the core process departments concerning the use of social media for public relations activities.

#### **3.5.1 Secondary source data**

Secondary source of data collected from the Ministry's public relations department. These data can be found from media clips, facebook page, press releases, and feedbacks given to top

management regarding media reports, corrective answers given for media as distorted information is reported through the social media pages will be examined. It uses secondary sources for the literature review and framework of the study. The purpose of taking secondary source of data is to identify and check whether the organization is using the social or not.

### **3.5.2 Primary sources of data**

Primary data collected using in-depth interviews and questionnaires given to public relations staffs and IT directorates' staff members while the questionnaire is given to the core directorates head and two selected experts of the Ministry who can answer questions regarding the social media page.

### **3.6 Data analysis**

After the data are collected through questionnaires, in-depth interviews, and primary data sources, the researcher will interpret and analyzes them. Data collected from questionnaires and in-depth interviews are processed using coding, classifying, and narrating as the research uses both qualitative and quantitative type of researches. Tables and percentages are be used to interpret the collected data. Interpreted data are checked using available theories in the related literature. Based on this conclusion will be given and recommendations indicated.

### **3.7 Ethical considerations**

Purposefully selected respondents are selected to participate in the research based on their consent. Confidentiality matter about the identity of respondents and their answer will be guaranteed to respondents by the researcher. Identities of in-depth-interview participants will be presented by coding their name. The data collected from respondents will also be presented in summative way that can protect moral of respondents. Hence, possible ways of protecting the identity as well as moral of the research participants been confidently applied. To conclude the main parts, the researcher tries to see the reliability and the validity of the research. According to respondantes the ministry is using the social media inorder to deliver information. Many respondantes knew about the use of social mediaand they believe that social media is helpful for RRs activity. However, the ministry doesn't focus the usefulness of social media for the organization. The results with the questions fit with the questions that asked by the researcher.

## CHAPTER FOUR

### 4. Data presentation and Interpretation

#### 4.1 Introduction

This part presents the data analysis and result on the analysis of the practice and challenges of using social media for PRs activities in the Ministry of Agriculture. Those analyzed data are collected through questionnaires and interviews.

#### 4.2 Data presentation

##### 4.2.1 Demographic Data presentation

##### I. personal information

Please fill your appropriate answer on the right choice in the space provided by putting (x) sign.

##### 1. Age

a) 21-30 years [ ]      b) 31-40 Years [ ]      c) 41-50 Years [ ]      d) 51 and above years [ ]

Figure 1. Age of respondents

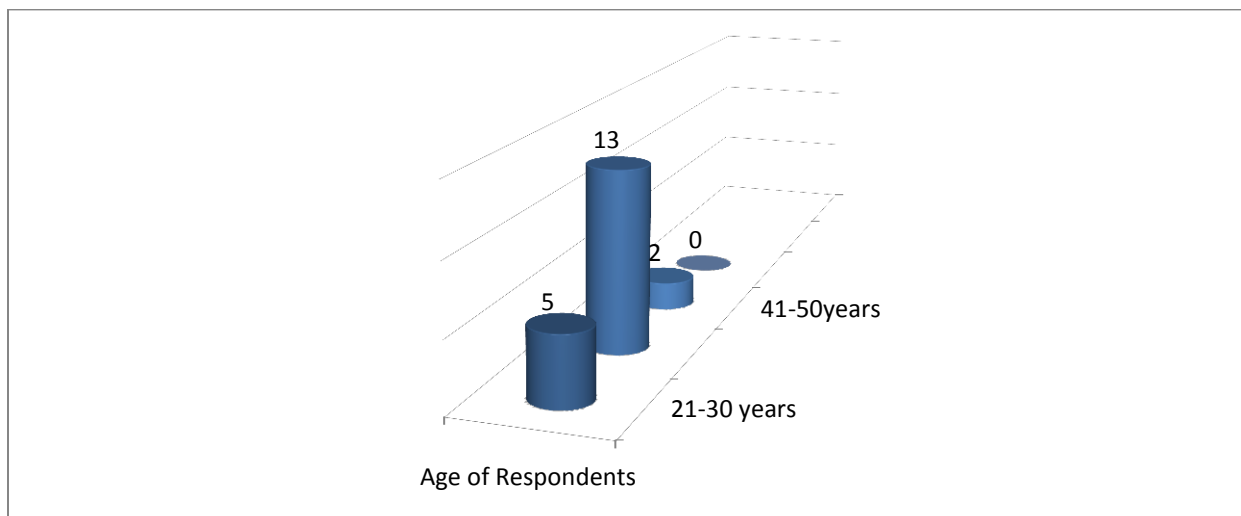


Figure 1 shows the age of respondents. This figure shows that 25 % of participants are between ages 21-30, 65 % of respondents are between ages 31-40, 10 % of respondents are between ages 41-50, and none of the respondents are above age 51. Therefore, the majority of participants in

the study were aged 31 and 40. Therefore, it is possible to get diverse viewpoint of respondents from different age groups.

**Figure 2. Educational level of Respondents**

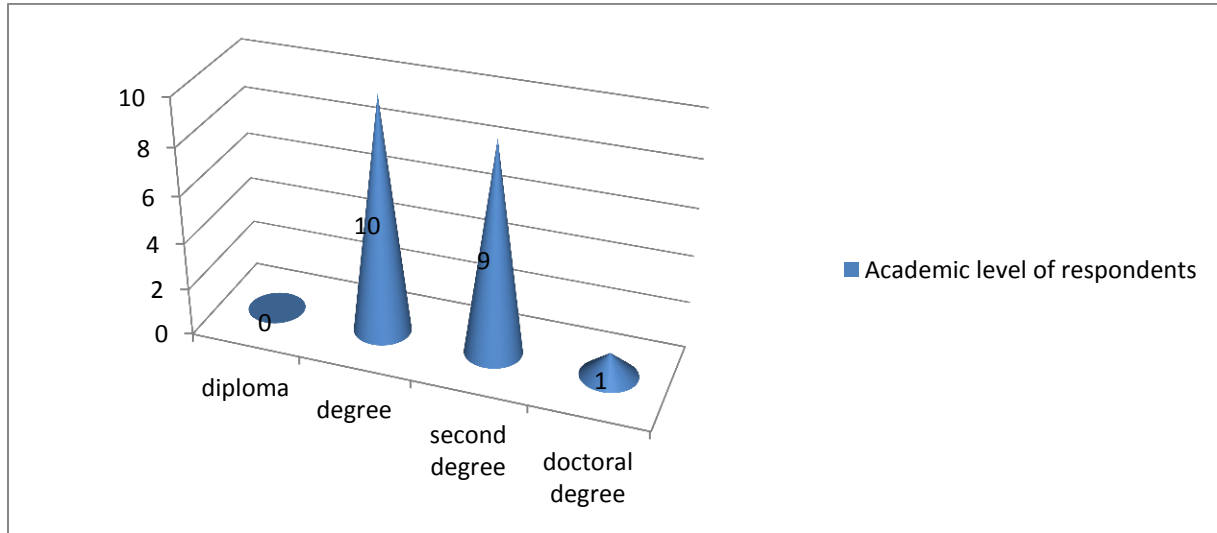


Figure 2 shows the educational level of respondents. Of these respondents, 50% are degree holders, 45% of respondents are second-degree holders and 5% of respondents are doctorate degree holders. Thus, the data demonstrate that the majority of respondents are degree holders.

**Table 4.1. Experience of Respondents**

Experience	Frequency	Percent (%)
Below 1 year	0	
1-5 Years	6	30
6-10 Years	6	30
11-15 Years	5	25
16-19 Years	3	15
20 and above years	0	

Table 4.1 is about the work experience of respondents. It shows that 30% of respondents have work experience of 1-5 years, 30% of respondents have work experience of 6-10 years, 25% of respondents have work experience of 11-15 years, and 15% of respondents have experience of

16-19 years. Therefore, it indicates that respondents have adequate experience in the Ministry to answer the research questions.

**Table 4.2 Respondents answer on importance of social media**

Dimensions	Agree(5)		Mildly agree(4)		Neither agree nor disagree(3)		Disagree(2)		Mildly disagree(1)	
	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%
I know about the importance of social media	16	80	4	20						
Social media is helpful for PRs takes much time to do media relations	10	50	8	40	2	10				

It is shown in Table 4.2 that the personal feeling of respondents regarding the importance of social media and the time that social media activity takes were asked. Based on this, 80% of respondents agreed, and 20% mildly agreed on the importance of social media. Moreover, 50% of respondents agreed, 40% mildly agreed on the time that social media activity takes much time to do media relations and 10% of the respondents neither agreed nor disagreed. From this, it is clear that most respondents understand that social media is important and accurately observed a good deal of time it takes to perform the activity. It also indicates the practice of social media in the Ministry.

Regarding from the respondents answer it show that the employees know about the importance of social media. Moreover; half of the respondents understand that social media is helpful for

PRs takes much time to do media relations. This means there is a gap about the use of social media. Their awareness about the importance of social media is supportive to Public Relations and Information Directorate of the Ministry, but the time it takes to do media relation it has to get attention. Government officials are supposed to serve the public and they are expected to perform transparently. They should respond to questions of the media (Lee,et al.,2012).Media report about the performance of the Ministry.

The system theory sees organization as a system. Organizations are composed of interrelated systems .These systems are hierarchically arranged, dependent on each other and allow flow of information within each other. The system works also by exchanging information with its environment (Katherine &Miller, 2012). Among the property of systems theory, request variety is one. It is about the interaction of the organization with its complex environment. This property shows that if organizations’ system harmonized with complex system of their environment, they can sustain and thrive.

**Table 4.3 Respondents answer on media relations**

Dimensions	Agree(5)		Mildly agree(4)		Neither agree nor disagree(3)		Disagree(2)		Mildly disagree(1)	
	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%
The PRs is positively portraying the ministry using its social media pages	6	30	9	45	3	15	2	10		
I do not follow social media pages of the ministry’s which is administered by PRs directorate	3	15	5	25	2	10	7	35	3	15

The ministry has created good relations with social media users and pages	4	20	10	50	4	20	2	10		
Social media followers have complain about the practice of PRs regarding getting accurate and timely information future plan	5	25	6	30	7	35	2	10		

In Table 4.3. answers to four forwarded questions about social media relations indicated. The first question was about the social media page of the ministry whether it is positively portraying the ministry or not. Therefore, 30% of respondents agreed, 45% of respondents mildly agreed, 15% of the respondents neither agreed nor disagreed and 10% of them disagreed on the question. Secondly the staff members of the ministry were asked if they follow the ministry’s social media pages. Here, 15% of respondents, 25% of them mildly agreed, 10% of the respondents neither agreed nor disagreed, 35% of respondents disagreed, and the remaining 15% of them mildly disagreed. If the ministry has created good relations with social media users and pages was the other question. For this question, 20% of respondents agreed, 50% mildly agreed, 20% of them neither agreed nor disagreed, and the remaining 10% of the respondents disagreed. The next question was about whether social media followers have complain about the practice of the ministry’s PRs. For this question, 25% of respondents agreed, 30% of respondents mildly agreed, 35% of respondents neither agreed nor disagreed and 10% of respondents disagreed.

Audiences consider the media as dependable source of information and organizations depend on media to disseminate their message (Holtz, S., 2002).The relationship between media and public relations departments relies on information exchange that serves their own interest. Following social media pages of the ministry is given less attention from the employees. Most of the respondents believe that the ministry has created good relations with social media users and pages. Regarding public relations information, to get maximum publication or broadcasting is the

role of press relation and its objective is to create knowledge and understanding (Jefkine, 1992). Good media relation can be achieved when PR specialists build knowledge about the media and provide accurate information to journalist request. Good media relation can be established by providing timely and accurate information to the media. It helps PR to increase credibility, control crisis, build good reputation of their organizations and get easy access with their audiences or customers. Complain from media arises if there is not good relation with the media.

Agenda setting theory states that media set agenda while they are performing their duty (Sriramesh&Verčič, 2009). The agenda may come from media bias on certain issue. The more exposure of an issue by the media the more attention it gets from audiences or customers. This has influence on audiences' perception.

The answers provided by respondents confirm that half respondents follow social media pages of the ministry administered by PRs directorate. Their answer shows the practice of social media for PR activity. As a result majority of them observed the Ministry's good media relation and its positive portrayal by the media. However, responses about complains of media on getting accurate information from the Ministry indicates few gap in the media relations activity of the Ministry.

**Table 4.4 Respondents answer on attention given for social media planning and feedback activity**

Dimensions Personal feeling	Agree(5)		Mildly agree(4)		Neither agree nor disagree(3)		Disagree(2)		Mildly disagree(1)	
	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%
The value of social media is not considered in planning by PRs directorates tasks	3	15	5	25	3	15	8	40	1	5
The PRs directorate uses other information gathering tools than social media pages for planning	6	30	7	35	7	35				
The ministry's PRs uses feedback of its customers given though social media for planning	3	15	5	25	8	40	4	20		

Table 4.4 is about the social media planning. Based on this, 15% of respondents agreed, 25% of respondents mildly agreed, 15% of them neither agreed nor disagree, 40% of the respondents disagreed and the remaining 5% of respondents mildly disagreed on the question. Whereas 30% of respondents agreed, 35% of respondents mildly agreed, and the remaining 35% of the respondents neither agreed nor disagreed on the idea that the PRs directorate uses other information gathering tools than social medial pages for planning. For the third question, 15% of

respondents agreed, 25% of them mildly agreed, 40% neither agreed nor disagreed, and the remaining 20% of the respondents disagreed on the idea that whether the Ministry's PRs uses feedback of its customers given through social media for planning.

Therefore, it shows that the value of social media is considered in planning by PRs directorates tasks. Open system encourages two-way symmetric communication and supports environmental monitoring (Tench&Yeomans , 2009). Most of respondents know that the PRs directorate uses other information gathering tools than social media pages for planning. This environmental monitoring helps PR specialists to advise their organization, prevent crises and know about the plan.

Respondents of these questions are employees working in different departments of the Ministry. Their cooperation and integration can help the Ministry to solve its problems and thrive. The majority of respondents know about the value of social media in the Ministry. They also indicated that the PRs directorate uses other information gathering tools than social media pages for planning. However, there are respondents which indicated that the ministry's PRs not uses feedback of its customers given though social media for planning. This shows that the value of social media is not well recognized and given much attention.

**Table 4.5 Respondents answer on Strength and weakness of the organization**

Dimensions Personal feeling	Agree(5)		Mildly agree(4)		Neither agree nor disagree(3)		Disagree(2)		Mildly disagree(1)	
	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%
Strength and weakness of the PRs directorate are examined via the social media pages	3	15	2	10	8	40	6	30	1	5
Strength and weakness	7	35	5	25	4	20	3	15	1	5

of the ministry cannot be shown by social media results										
The social media activities show effectiveness of the ministry	5	25	7	35	3	15	4	20	1	5

In Table 4.5, three questions are explained. The first question was about whether the strength and weakness of the PRs directorate are examined via the social media pages or not. Based on this, 15% agreed, 10% mildly agreed, 40% neither agreed nor disagreed, 30% disagreed, and the remaining 5% disagreed.

The second question asks if the strength and weakness of the ministry cannot be shown by social media results. Therefore, 35% agreed, 25% mildly agreed, 20% neither agreed nor disagreed, 15% disagreed, and 5% mildly disagreed.

25% of the respondents agreed, 35% mildly agreed, 15% neither agreed nor disagreed, 20% disagreed and the remaining 5% of the respondents mildly disagreed on the question that asks if the social media activities show effectiveness of the ministry.

The majority of respondents believed that strength and weakness of the PRs directorate are not examined via the social media pages. And also, strength and weakness of the ministry cannot be shown by social media results for the second question. However, they believe that its result does not indicate the strength and weakness of the Ministry.

The respondents indicated that the social media activities show effectiveness of the ministry. Majority of them accepted the idea that says social media activities show effectiveness of the Ministry. In case of government organizations using social media for PR activities can help serve the organizations to form well-versed strategies, to prevent crisis, improve their programs and future plan. Without knowing what is going on in the environment, keeping the organization viable would be impossible (Vriens,2004).The less attention given to social media indicates the challenge that the Public Relations and Information Directorate has on implementing the activity.

**Table 4.6 Respondents answer on implementation and utilization of social media**

Dimensions	Agree(5)		Mildly agree(4)		Neither agree nor disagree(3)		Disagree(2)		Mildly disagree(1)	
	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%	Freq.	Perc.%
Personal feeling										
Use of social media for fostering public relations tasks implementation	8	40	5	25	5	25			2	10
Social media pages is necessary to the ministry's vision and mission accomplishment	15	75	5	25						
Utilization of social media is given due attention by public relations directorate in the ministry	3	15	8	40	6	30	3	15		

Three questions on the implementation and utilization of social media are displayed in Table 4.6. Concerning the importance of social media to foster public relations tasks, 40% agreed, 25% mildly agreed, 25% neither agreed nor disagreed, and the remaining 10% of them mildly disagreed. Regarding the question that asks about the necessity of social media pages for the accomplishment of the ministry's vision and mission, 75% agreed, and 25% mildly agreed. The

third question asks about the utilization of social media due to the attention by the public relations directorate of the ministry, for this question 15% agreed, 40% mildly agreed, 30% neither agreed nor disagreed and 15% disagreed.

Generally, for questions on the Use of social media for fostering public relations tasks implementation show that most of the respondents believe and agree. But some respondents not that much agree for the Utilization of social media is given due attention by public relations directorate in the ministry.

### **4.3 Interview questions and data presentation**

An in-depth interview was made to obtain ample information related to the subject matter under this study. In the in-depth interview, the director of the ministry was the interviewee. For the in-depth interview, seven questions were prepared. These questions are: How do you practice social media in your Directorate in regard to and strengthen PRs tasks, What is the purpose of your social media activities, For what purposes do you use social media in regard to the ministry, What are challenges that you have encountered in using the social media pages of the ministry, What are methods you use in actively utilizing the social media pages of your office, Is there support given to PRs activities for the effective use of it by the CEOs of the ministry, and How much does the social media pages of your office is helping you in improving public relations activities. The questions and the replies given during the interview are discussed as follows.

#### **4.3.1 How social media is practiced for the Ministry's PR activities**

For this question, the respondent stated that the ministry uses the social medias to address different activities of the organization besides the main medias. They have a facebook page with the name Ministry of Agriculture Ethiopia. The director mentioned that different main stream medias and different printing medias take a lot of information from this facebook page of the ministry. Besides the ministry has a twitter account. But even if it is there it is not active as that of the facebook page, because twitter has no many users in our country as facebook. The respondent has also mentioned that the ministry has a website, but this website is not as much active and it needs more work.

### **4.3.2. The purpose of social media in PR's activities**

As it is known the main purpose why the social media streams are needed is to share informations easily especially for the public. All over the world and in our context, in our country, most people use facebook. This helped the ministry to be easily reached by the people who are the followers of the ministry's public page, mostly when posting the basic about daily activities and events of the organization. This use of social media for the ministry's public relation affairs has also benefited main stream medias and printing medias, especially radios newspapers to obtain news regarding the ministry.

### **4.3.3. Purposes of social media reports**

As mentioned in the previous question, the respondent explained that the very first advantage of using the social media is the make the plans and activities of the ministry familiar for the people because PRs is a bridge between public and organization. In addition it also displays the different participations of the ministry's staffs and supporting sectors in country wide activities.

### **4.3.4 Challenges in the practice of social media in the PR**

Regarding to this question, the director has mentioned that one of the challenge that the Public Relations office of the ministry face is technical problems that needs involvement of experts and higher level staff members.

The other challenge is the less concern of the staff members about the use of the social media for the ministry. Even if trainings, current activities of the ministry and other concerning issues of their organization are informed and displayed of the ministry's social media pages, out of about the 1300 workers of the organization, very few of them are followers of the social media pages to share informations. And this is mainly due to lack of awareness

### **4.3. 5. Methods used to actively implement social media**

The main methods, as referred by the respondent to implement the social media pages, different activities of farmers, regions, other sector organizations related to ministry of agriculture, different occasions are posted with photos. Besides informations on different plans and programs are posted on the pages. The PR's office of the ministry posts minimum of two or more news about the organization per week on the social media.

### **4.3.6 Support of CEOs of the Ministry to utilize social media properly**

According to the information obtained from the respondent, the higher level main staffs of the ministry shows great effort and readiness to support ,supervise, provide information and allocate all the necessary budget to achieve good performance in the social media activities of the organization, because they understand the problems well. But the middle and lower level staff members, they take it as their right rather than considering it as their obligations to use the social media streams of the ministry and share informations about their organization for the public. Currently, the ministry has main media airtime on Walta TV, Fana TV and EBC. Therefore the public relations department of the ministry is trying to create links with the main media. Besides the ministry works together with EPA(Ethiopian Press Agency) and ENA(Ethiopian News Agency) in publishing magazines of the ministry.

Country wise until 2010E.C as there was communication ministry, there was easy and formal way to give media conferences, but now as the ministry is not there, the different ministries including the Ministry of Agriculture, they are developing different ways to share information for the public. And this trend is now reviving and helps the organizations to be transparent.

#### **4.3.7 Extent to which the application of the social media is improving public relations activities**

For this question the respondent stated that the use of the social media is improving the public relations activities of the ministry. Some of these include:

The social media streams saves time to share informations easily rather than scheduling and calling up media conferences

The social media are so easy and reachable by the public to early announce updates about the ministry

So for the some of the above mentioned and other reasons the ministry has plans for the future to wide spread the application of its social media by developing awareness of its staff members.

#### **4.4. Interpretation of secondary Data**

Secondary data is gathered to further make the research reliable and triangulate results observed from questionnaires and in-depth interview. This data is news written by the Public Relations practitioners of the Ministry. From the in-depth interview it was possible to understand that

facebook page is the most widely used by the ministry. Based on the written news the main stream media used that in order to develop news for their organization.

It is confirmed in the in-depth interview by respondents that social media is practiced in the Ministry. To report news the ministry used facebook page.

The following five news are translated from the facebook page of the ministry. These news are prepared and given to the CEOs of the Ministry and used for PRs activity. These five news are attached in the appendix 1-5. These news are presented to show how news prepared and disseminate news in to the public. Besides this, it helps to indicate the contents that are selected from social media for PRs activities.

**News 1: strengthening the field school of farmers in an organized and integrated way has a significant role in increasing the growth of agricultural production and productivity.**

One of the extension systems implemented to make agricultural extension advisory services accessible and efficient is the farmer' field school. The Ministry of agriculture has prepared a draft guideline to implement this system/method in a coordinated and comprehensive manner in collaboration with stakeholders and partners and held a consultation forum in Adama city to develop the draft document. The guide is an extension system that empowers the farmers to identify the easily solvable problems they face in agriculture and solve them on their own and help them on their research and testing capacity. Ministry of State for Agriculture and Horticulture, Dr. Meles Mekonen, who was present at the consultation forum, said that since the farmers' field school is the main extension of agricultural extension, it is necessary to hold a joint consultation forum with stakeholders and partners to develop the draft document to enable it to become a uniform national document. The ministry of State stated that the guidelines will be the road map for the country's farmers' field school. With this in mind, the guidelines will play a big role in increasing the productivity of the farmers.

**News 2: A public consultation forum focused on urban agriculture development was held**

A public consultation forum that focused on Addis Ababa city and explored the agricultural activities of other regional cities was organized by the Standing Committee on Agriculture Affairs and the Ministry of Agriculture and was attended by various stakeholders. The Chairman

of the Standing committee on Agriculture of the House of Representatives Solomon Lale said that urban agriculture plays an important role in achieving the development of the country, benefiting citizens, ensuring food security, reducing the cost of living and earning foreign currency. He said that by identifying favorable conditions and problems encountered and solving them through mutual discussion, the investors in the sector in the city will increase their participation so that others can gain experience. In the consultation forum, articles were presented and discussed about the general situation of the urban agriculture animal sector, horticultural and fruit development, and the general situation of the Addis Ababa city administration on the development of urban agriculture. Dr. Fikru Regesa, Ministry of State for Animal and Fish Resources in the Ministry of Agriculture, said that the number of people looking for food has increased significantly due to the growing population and urbanization. He added that since urban agriculture implemented in a small area improves the income of the low-income sections of the society and increases food security, citizens who dream of the sector in an integrated way are benefiting. According to Dr. Meles Mekonen, Ministry of Agriculture and Horticulture in the Ministry of Agriculture, agriculture is a great blessing in our country, but it has not been done according to the grace given to us.

**News 3: practically supported animal feed preparation and use training is being given to farmers and pastoralists.**

The shortage of animals feed is leading to high prices of edible animals products. In order to solve the problem, it is necessary to pay attention to the cultivation of animals feed alongside other crop products, and training is being provided on the preparation and use of animal feed. Alemu Wolde, Director of Fodder Development of the Ministry of Agriculture announced that the training has started in five selected regions in Oromia, Amhara, South, Sidama and Southwest Ethiopia in sixty selected districts. What makes the training unique is that experts who have already received training as trainers at the federal level go to the fields of selected model farmers and pastoralists and the fact that the model farmers and pastoralists who participated in the training will train other farmers in their area will widen its reach. The fodder species selected for the training are those that can produce high yields in a small area, are improved in their nutrients, are reliable and can be quickly converted into milk and meat. Trainee farmers Dara District of Sidama Region and stated that using improved fodder is giving them better milk and

meat production is becoming a source of income for them. This type of training provided directly to farmers and pastoralists should also be strengthened, he said.

**News 4: Integrating weather and climate analytics into agricultural risk management project launching workshop has been held.**

The Alliance of biodiversity international and CIAT has organized a launching workshop on integrating weather and climate analytics into agricultural risk management project (Clim-ARM) project funded by Bill and Melinda Gates foundation. At the launching workshop, the overall project background, objectives, and expected outcomes, as well as Clim-ARM methodology, have been presented and discussed with key stakeholders invited from federal and regional bureaus, private sectors, donors, NGOs and UN agencies.

The Clim-ARM project mainly focuses on holistically asses risks facing small scale producers along agricultural value chains with a deep – dive on climate risk and developing investment blueprints of agricultural risk management tools in Ethiopia. Hence, it is highly expected from the project to conduct rigorous climate and agricultural risk assessment based on Agro-ecological zones in Ethiopia which will improve understanding among ARM actors like the government, development agencies and investors.

The project will work to identify robust and evidence-based analytical methods and pathways that draw on the best practices in agricultural risk management and weather and climate risk and forecast assessment in Ethiopia. This will support the development of investment blueprints for weather and climate services necessary for high-impact investments in agricultural risk management.

**News 5: due to the outbreak of chicken disease, the ban on chicken and chicken products was lifted**

Following the outbreak of chicken disease in some poultry breeding centers in Addis Ababa and Bishoftu in the beginning of June, the Ministry of Agriculture, together with the Ministry of Health, the Ethiopian Institute of Public Health and the relevant stakeholders, deployed an expert team to prevent and control the disease and conducted strict monitoring. Results Ban has been

lifted completely. In a statement regarding the lifting of the ban, the Minister of State for Animal and Fish Resources of the Ministry of Agriculture, Dr. Fikru Geresu, said that since the outbreak of the disease, due to the prevention work done in cooperation with various stakeholders and repeated monitoring in the areas where the disease occurred, there are no signs of disease or death in chicken and chicken products. They said it was up. The Minister of State asked the chicken breeders to work at their full potential and said that modern chicken farming precaution should be taken. Dr. Mesai Hailu, Director General of the Ethiopian Institute of Public Health, who was present at the statement, said that in order to solve the problem together with the stakeholders, health monitoring and screening work has been done on the breeders and the users, and he said that there has been no damage to human health.

Generally, we understand from the above news from the facebook page, they have contents which have a relation with duties and responsibilities of the Ministry. Social media is helpful in improving messaging, preventing crises, and reducing the time to respond to the crisis. From the above five news we can understand social media is helping the ministry by awaring current issues to the public. And also minimizing time to the main stream media. As we know information is power for people the PRs department gave information through social media mainly by facebook page in order to create awareness.

## CHAPTER FIVE

### 5.0 Conclusion and Recommendation

#### 5.1 Summary

The main focus of this study was to assess the use of social media for public relations activities in FDRE Ministry of Agriculture. Both qualitative and quantitative methods of data collection were used. The major finding of the study is that the organization's Public Relations and Information Directorate of the ministry is using social media for PRs activities, but actively facebook page. This is helping the ministry to announce and update the public easily without requiring too much time and money. The challenges the ministry is facing are lack of awareness from the users including the staff members and the public, and users not sharing informations and updates for others.

#### 5.2 Conclusion

To conclude, the study tried to assess the uses of social media for PRs activity in the Ministry of Agriculture. It used mixed-method research and purposefully selected twenty employees in the Ministry. Questionnaires and in-depth interviews were used. Finally, fifteen Employees from core process Directorates and five staff members from the Public Relations and Information Directorate have participated. Questions focused on the use, practice and challenges of social media for PRs activity. Questions that focus on the purpose, challenges, attention and use of social media activity are asked. Questionnaires and in-depth interviews are answered by Public Relations and Information Directorate and selected Core process employees of the Ministry.

Social media activities help to know this. Therefore, social media activity is crucial in evaluating success of PR. Besides this, it is helpful to plan and create an identity and good reputation for an organization.

The study showed that the Public Relations and Information Directorate of the ministry is using social media for PRs activities, but actively facebook page. CEOs also support the activity. They have set objectives related to the applicability of social media for the PRs activities. It is made clear as Facilitates Cooperation and dialogue between the ministry and public, and also between the ministry and main media streams.

The social media practices for the PRs activity are given attention from the CEO of the Ministry. PRs experts monitor the social media by technology. We can also see from the research that the challenges facing them in using social media are lack of awareness and lack of interest by most of the staff members to use the social media of the ministry.

Generally the findings from the research questions are:

The social media streams which are used by the ministry's public relations office are majorly facebook and somehow twitter and the ministry's website. This social media are used by the office to announce different informations and update the day to day activities of the organization to the public and for the other different mass media and printing media. The public relations office of the ministry publishes different posts, announcements and images atleast twice a week.

The public relations through the social media is helping the ministry to announce and update the public easily without requiring too much time and money to share the updates. In addition

It helps the other mass media and printing media to easily take informations from the social media page of the ministry. The other advantage the ministry is getting from the social media pages is, it helps the public relations to receive comments and suggestions from the public directly in a simple way.

The challenges the ministry is facing in regard to applying and using the social media pages for the public relations are: lack of awareness from the users including the staff members and the public, users not sharing informations and updates for others, and less feedbacks from users for the posts on the social media. Most of the staff members didn't take it seriously about the use of social media.

### **5.3 Recommendations**

Based on the general objective of this study and obtained result, the following recommendations are given.

- Methods to make the social medias of the Ministry to be widely used:  
The ministry needs to apply different technologies, use additional social media streams and hire more experts in PRs to bring about an effective result.
- Purpose of social media in the PR department of the Ministry: Mainly media is practiced to identify negative mentions and give correction that builds an image of the Ministry.

However, awaring management about changes, forwarding issues for policy decisions, showing weakness and strength of communication activities, creating good media relations, collecting organizational intelligence, and planning are not given emphasis. Taking into consideration these purposes can improve overall performance of the social media pages of the organization.

➤ Challenges they are facing in using social media:

Due to the increased number of media contents, time it takes to use social media using experts search, setting clear objectives to social media usage and create awareness on that objective among PR specialists and problem of analyzing reports should also be considered. Besides these, multilingual social media pages should be created. Therefore considering these challenges can help the Ministry to increase its social media users.

➤ Use of social media activity in improving public relations activities of the Ministry:

Social media is used to build a good image of the Ministry. However, it is not seen to use social media for planning and evaluation. Therefore, using social media activity to evaluate the effectiveness of communication activity and use the finding for planning and decision making need attention.

➤ Besides the above recommendations, analyzing and documenting the results from the social media are not given much attention as of the main media streams and print media reports, especially by middle and lower level staff members of the ministry. The use of social media results should be brief that can ignite insight the users. As agriculture is the backbone of Ethiopian economy this topic as taken as a serious issue, and the results should be prepared for an appropriate purpose. Documenting these results in photos and videos should also be given attention. Finally, the government should give more attention for the organization in order to develop the public relations sector by using social media.

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# Appendices

**Appendix1: News 1: strengthening the field school of farmers in an organized and integrated way has a significant role in increasing the growth of agricultural production and productivity.**

የአርሶአደሮች የመስክት ምህርት ቤት ንብተደራጀና በተቀናጀ መንገድ ማጠናከር ለግብርናው ምርትና ምርታ ማነት እድገት መጨመር የጎላድርሻ አለው።

/አዳማ፣ መስከረም 8፣ 2015 ዓ.ም፣ ግብርና ሚኒስቴር/

የግብርና ኤክስቴንሽን የምክር አገልግሎት ንተደራጀና ቀልጣፋ ለማድረግ ከሚተገበሩ የኤክስቴንሽን ስርዓቶች አንዱ የአርሶአደሮች የመስክት ምህርት ቤት ነው።

ይህን ስርዓት/ዘዴ/ በተቀናጀና በተናበበ መንገድ ወደ ስራ ለማስገባት የሚያስችል ረቀቀ መሪያ የግብርና ሚኒስቴር ከባለድርሻ አጋር አካላት ጋር በመተባበር ያዘጋጀ ሲሆን ረቀቅ ሰነዱ ን ለማዳበር የሚያስችል የምክክር መድረክ ለአዳማ ከተማ አካሄደ።

መሪያው የአርሶአደሩ ንክቅም በማጎልበት በግብርና ስራ ላይ የሚገጥሟቸውን በቀላሉ የሚፈቱ ችግሮች በመለየት በራሳቸው እንዲፈቱ የሚያስችል የምርምርና ሙከራ አቅማቸውን እንዲያሳድጉ የሚያግዝ አንዱ የኤክስቴንሽን ስራ ነው።

በምክክር መድረኩ የተገኙት የእርሻና ሆርቲካል ቸርዘር ፍሚኒስትር ዴኤታ ዶ/ር  
መለስ መኮንን እንደገለጹት የአርሶአደሮች የመስክት ምህርት ቤት ዋነኛ የግብርና ኤክስቴንሽን ማሳለጫ በመሆኑ ወጥተኛ ሆነ አገራዊ ሰነድ እንዲሆን ለማስቻል የተዘጋጀውን ረቀቅ ሰነድ ለማዳበር ከባለድርሻ አጋር አካላት ጋር የጋራ ምክክር መድረክ መደረጉ አስፈላጊ መሆኑን ተናግረዋል። መሪያው እንደ ሀገር የአርሶአደሮች መስክት ምህርት ቤት የሚመራ በትፍኖ ተካርታ እንደሚሆን የገለጹት ሚኒስትር ዴኤታው ሰነዱ ን ስናዳብር የአገራችንን የግብርና ስነ ህዳርና ያሉ ነባራዊ ሁኔታዎችን መሰረት በማድረግ ለአገራችን የሚመችና ቀላል በሆነ መንገድ መሆን እንዳለበት ተናግረዋል። በዚህ ታሳቢነት የሚዘጋጀው መሪያ የአርሶአደሩን ምርትና ምርታ ማነትን ለማሳደግ ጎልቆ ድርሻ እንዳለው ገልጸዋል።

በምክክር መድረኩ ከግብርና ሚኒስቴር፣ ከክልሎችና የልማት አጋር አካላት የተወጣጡ የስራ ኃላፊዎችና ባለሙያዎች የተሳተፉ ሲሆን መሪያውን ማበልፀግ የሚችሉ ሰነዶች ቀርበው ወይይት ተደርጎ ባቸዋል።

በሚኒስቴሩ የእርሻና ሆርቲካል ቸርዘር ኤክስቴንሽን መሪ ስራ አስፈጻሚ ወ/ሮ  
የኔነሽኤ ገብበኩላቸው የአርሶአደሮች የመስክት ምህርት ቤት ዘዴ የአርሶአደሩን ማህበራዊ ግንኙነትና የመማር ሂደት እንደሚያሳድግ ገልጸው ረቀቅ ሰነዱ ሲዳብር ከአርሶአደሮች ማሰልጠኛ ማዕከላት ጋር ትስስር መፍጠር እንደሚያስፈልግና በአንዱ የኤክስቴንሽን ስርዓት ሌላኛውን መተካት ሳይሆን አንዱ ሌላኛው ድጋፍ በመስጠት ክፍተትን የሚሞላና የተደራሽነትን ሚና የሚወጣ ነው።

በመሆኑም መሪያው እየተገበረ ላለው ተሳትፏል የግብርና ኤክስቴንሽን ስርዓት ማጠናከሪያና ማስፋፊያ እንደሚሆን ተናግረዋል።

በመመሪያው ላይ መስተካከልና የጋራ መሆን ባለባቸው ነጥቦች ላይ ሃሳቦች ተነስተው ወይም ይህ ተካሂዶባቸዋል።

በዋናነትም መመሪያው የአርሶአደር ማሰልጠኛ ማዕከላት ንክማጠና ከርአንጻር ያለውን ሚናና ሁለቱን ማስተሳሰር በሚቻልበት መንገድ፤

የመመሪያው ዘላቂነትና ሌሎች ምንጥቦች ተነስተው ረቂቅ ሰነድ ን ለማዳበር የሚያስችሉ ግብዓቶች እንዲካተቱ ተደርጓል። በመሆኑም የአርሶአደሮች የመስክት ምህርት ቤት ተደራሽነቱ ለሁሉም አርሶአደሮች የሚሆንና የአርሶአደር ማሰልጠኛ ተቋማት ለማይደርስባቸው ቦታዎች ተጨማሪ ጋፍ የሚሰጥ ነው።

**Appendix 2: News 2: A public consultation forum focused on urban agriculture development was held**

በከተማ ግብርና ልማት ስራዎች ላይ ያተኮረ የህዝብ ምክክር መድረክ ተካሂዷል

/አዲስ አበባ፣ ሰኔ 25፣ 2014 ዓ.ም፣ ግብርና ሚኒስቴር/

ትኩረቱን በአዲስ አበባ ከተማ ያደረገና ሌሎች የክልል ከተሞችን የግብርና እንቅስቃሴ የዳሰሰ ህዝባዊ ምክክር መድረክ ግብርና ጉዳዮች ቋሚ ኮሚቴ ስር ግብርና ሚኒስቴር አዘጋጅነት የተለያዩ ባለድርሻ አካላት በተገኙበት በአዲስ አበባ ተካሂዷል።

የምክክር መድረኩ የከተማ ግብርና ስራዎች እንደ ሀገር የተያዘውን ልማት ለማሳካት፤

ዜጎችን ተጠቃሚ ለማድረግ፤ የምግብ ወለትና ንግድ ሚኒስቴር፣  
የኑሮ ወድነትን ለመቀነስና የውጭ ምንዛሬ ለማስገኘት ትልቅ ሚና ያለው መሆኑን በህዝብ ተወካዮች ምክር ቤት የግብርና ጉዳዮች ቋሚ ኮሚቴ ስር ለሰነድ አቀራሰብ ለምን ላይ ገልፀው በአዲስ አበባ ከተማ አስተዳደር ለከተማ ግብርና ያሉ ምቹ ሁኔታዎችን ያጋጠሙ ግሮችን በጋራ ወይም በመለየትና እንዲፈቱ በማድረግ ለምስክር መድረክ የሚገኙ የዘርፉ ባለሀብቶች ተሳትፏቸውን በማሳደግ ሌሎች ተሞክሮ እንዲያገኙ በትላምድ ረገድ መሆኑን ተናግረዋል።

በምክክር መድረኩ የከተማ ግብርና እንስሳት ዘርፍ አጠቃላይ ሁኔታ፤

የአትክልትና ፍራፍሬ ልማት እንዲሁም የአዲስ አበባ ከተማ አስተዳደር በከተማ ግብርና ልማቱ ላይ ያለውን አጠቃላይ ሁኔታ የሚዳስስፅ ሁፎች ቀርበው ወይም ይህ ተደርጎባቸዋል።

እያደገ የመጣው የህዝብ ቁጥርና የከተማ ነገረ ሰነድ የምግብ ልሀት ለውጭ ጥር በከፍተኛ ሁኔታ መጨመሩን የገለፁት ግብርና ሚኒስቴር የእንስሳትና አሳሃብ ዘርፍ ሚኒስትር ደ.ኤታ ዶ/ር

ፍቅሩ ረጋሳሲ ሆኑ ይህንን ፍላጎት ለማሟላት የከተማ ግብርና የሚኖረው ድርሻ የላቀ መሆኑን ተናግረዋል። የከተማ ግብርና በትንሽ ቦታ የሚተገበር አነስተኛ ገቢ ያላቸውን የህብረተሰብ ክፍሎች ገቢ የሚያሻሽልና የምግብ ወለትና ንግድ ለማስመሆኑ ዘርፉን በተቀናጀ መንገድ እያለሙ ያሉ ዜጎች ተጠቃሚ እየሆኑ እንደሚገኙ አክለው ገልፀዋል።

በግብርና ሚኒስቴር የአርሻና ሆልቲካል ቸር ዘርፍ ሚኒስቴር ደ.ኤታ ዶ/ር

መለስ መኮንን በከተማው በአገራችን ግብርናው ትልቅ ጋዳ ያለው ቢሆንም በተሰጠ ንጋል ክፍያ ሚገባው እንዳልተሰራ ገልፀው አሁን አሁን ግን በተለይ ምክክር መድረክ ግብርና እያመጣ ያለው ለውጥ ትልቅ ተስፋ ጥያቄ ለመሆኑን ተናግረዋል።



**Appendix4: News 4 Integrating weather and climate analytics into agricultural risk management project launching workshop has been held.**

*/Addis Ababa, 17<sup>th</sup> may 2022, Ministry of Agriculture/*

The Alliance of biodiversity international and CIAT has organized a launching workshop on integrating weather and climate analytics into agricultural risk management project (Clim-ARM) project funded by Bill and Melinda Gates foundation. At the launching workshop, the overall project background, objectives, and expected outcomes, as well as Clim-ARM methodology, have been presented and discussed with key stakeholders invited from federal and regional bureaus, private sectors, donors, NGOs and UN agencies.

The Clim-ARM project mainly focuses on holistically asses risks facing small scale producers along agricultural value chains with a deep – dive on climate risk and developing investment blueprints of agricultural risk management tools in Ethiopia. Hence, it is highly expected from the project to conduct rigorous climate and agricultural risk assessment based on Agro-ecological zones in Ethiopia which will improve understanding among ARM actors like the government, development agencies and investors.

The project will work to identify robust and evidence-based analytical methods and pathways that draw on the best practices in agricultural risk management and weather and climate risk and forecast assessment in Ethiopia. This will support the development of investment blueprints for weather and climate services necessary for high-impact investments in agricultural risk management.

**Appendix5: News 5: due to the outbreak of chicken disease, the ban on chicken and chicken products was lifted**

ተከስቶበነበረው የዶሮ በሽታ ምክንያት በዶሮና የዶሮ ውጤቶች ላይ ተጥሎ የነበረው እገዳ ተነሳ

*/አዲስ አበባ፣ ሀምሌ 22፣ 2014 ዓ.ም፣ ግብርና ሚኒስቴር/*

በሰኔ ወር መጀመሪያ በአዲስ አበባና በሶፍያ ቱራ ተወሰኑ የዶሮ እርባታ ማዕከላት ውስጥ የዶሮ በሽታ መከሰቱን ተከስቶ ግብርና ሚኒስቴር ከጤና ሚኒስቴር፣

ከኢትዮጵያ የህብረተሰብ ጤና ኢንቲቲቲዮች እና ጉዳዩ ከሚመለከታቸው ባለድርሻ አካላት ጋር በመቀናጀት በሽታውን ለመከላከል ለመቆጣጠር የባለሙያ ቡድን አሰማር ተጥብቆ ክትትል ሲያደርግ ቆይቶ በአሁኑ ሰዓት የበሽታው ክስ ተከሰቶ አለመኖሩን በመረጋገጡ ተጥሎ የነበረው የዶሮና የዶሮ ውጤቶች እገዳ ሙሉ በሙሉ ተነስቷል።

የእገዳውን መነሳት በማስመልከት መግለጫ የሰጡት በግብርና ሚኒስቴር የእንስሳትና አሳሃብት ሚኒስትር ደ/ር ደኤታ ፍቅር ረጋሳ እንደ ገለጹት በሽታው ከተከሰተ በትጋዜ ጀምሮ ከተለያዩ ባለድርሻ አካላት ጋር በመተባበር በተደረገው የመከላከል ስራና በሽታው በተከሰተ ባቸው አካባቢዎች ተደጋጋሚ ክትትሎች ተደርገው በአሁኑ ሰዓት በዶሮና ዶሮው ጤቶች ላይ ምንም አይነት የበሽታና የሞት ምልክት ባለመታየቱ እገዳው ሙሉ በሙሉ መነሳቱን ተናግረዋል።

ዶሮ አርቢዎችም አሁን በሙሉ አቅማቸው ወደ ስራ እንዲገቡ የጠየቁት ሚኒስትር ደኤታው ከዚህ ላይ ጎን ለጎን የዘመናዊ ዶሮ አረባ ብጥን ቃቂዎች መደረግ እንዳለባቸው ተናግረዋል።

በመግለጫው የተገኙት የኢትዮጵያ ህብረተሰብ ጤና ኢንስቲትዩት ዋና ዳይሬክተር ደ/ር መሳይኃይሉ በበኩላቸው ከባለድርሻ አካላት ጋር በጋራ በመሆን ግሩን ለመቅረፍ በአርቢዎችና በተጠቃሚው ላይ የጤና ክትትልና የቅኝት ስራ መስራቱን ገልጾ ሰዓት ለሰዓት ለመኖሩን ተናግረዋል።

## Appendix 6: Questionnaire

Questionnaire to be filled by employees of FDRE Ministry of Agriculture

Dear Respondents,

I'm following academic research on the topic assessing the use of social media for public relations practices. Since this new media is becoming used as a public relation tool, it is helpful to conduct a study with special reference to FDRE Ministry of Agriculture. The research requires collection of data from employees of the Ministry regarding their opinion about the use of social media for public relations activities in the Ministry. Therefore, I kindly request you to give some time and fill the questionnaire as well as replying back to the interview.

The information and view that you have given will be kept confidential and used only for the research propose. Your contribution for this research is highly regarded and appreciated.

With very great regards!

### I. personal Information

Please fill your appropriate answer on the right choice in the space provided by putting (x) sign.

#### 1. Age

A) 21-30 years [ ]

B) 31-40 Years [ ]

C) 41-50 Years [ ]

D) 51 and above years [ ]

#### 2. Academic level

A) Diploma [ ]

B) Degree [ ]

C) Second Degree [ ]

D) Doctoral Degree [ ]

#### 3. Work Experience in the Ministry?

A) below 1year [ ]

B) 1-5 Years [ ]

C) 6-10 Years [ ]

D) 11-15 Years [ ]

E) 16-19 Years [ ]

F) 20 and above years [ ]

#### 4. Sex

A) Female [ ]

B) Male [ ]

II. Questions related to research Topic (Social Media for PR activities.)

Please fill your answers 5 for the Agree,4 for Mildly agree,3 for Neither agree nor disagree,2 for disagree and 1 for Mildly disagree on the right choice in the space provided by putting (x) sign.

<b>Dimensions</b>	<b>Agree(5)</b>	<b>Mildly agree(4)</b>	<b>Neither agree nor disagree(3)</b>	<b>Disagree(2)</b>	<b>Mildly disagree(1)</b>
<b>Personal feeling</b>					
I know about the importance of social media					
Social media is helpful for PRs takes much time to do media relations					
The PRs is positively portraying the ministry using its social media pages					
I do not follow social media pages of the ministry's which is administered by PRs directorate					
The ministry has created good relations with social media users and pages					
Social media followers have complain about the practice of PRs regarding getting accurate and timely information future plan					
The value of social media is not considered in planning by PRs directorates tasks					
The PRs directorate uses other information gathering tools than social media pages for planning					
The ministry's PRs uses feedback of its customers given though social					

media for planning					
Strength and weakness of the PRs directorate are examined via the social media pages					
Strength and weakness of the ministry cannot be shown by social media results					
The social media activities show effectiveness of the ministry					
Use of social media for fostering public relations tasks implementation					
Social media pages media is necessary to the ministry's vision and mission accomplishment					
Utilization of social media is given due attention by public relations directorate in the ministry					

## Interview questions

1. How do you practice social media in your Directorate in regard to and strengthen PRs tasks?
2. What is the purpose of your social media activities?
3. For what purposes do you use social media in regard to the ministry?
4. What are challenges that you have encountered in using the social media pages of the ministry?
5. What are methods you use in actively utilizing the social media pages of your office?
6. Is there support given to PRs activities for the effective use of it by the CEOs of the ministry?
7. How much does the social media pages of your office is helping you in improving public relations activities?

የግብርና ሚኒስቴር አመራርና ሰራተኞች የደም ልገላካሄዱ

አዲስ አበባ፣ መስከረም 10፣ 2015 ዓ.ም፣ ግብርና ሚኒስቴር/

የሚኒስቴር

መ/ቤቱ አመራርና ሰራተኞች የግብርናው ንምርትና ምርታማነት ለማሳደግ ከሚሰሩት ስራ ጎን ለ ጎን በደም እና ጥረት ምክንያት የሚደርሰውን የህይወት አደጋ ለመታደግ የሚያስችል ከስጦታዎች ሁሉ የላቀውን የደም ልገላካደረጉ።

በእለቱ የሚኒስቴር

መ/ቤቱ አመራርና ሰራተኞች በወቅታዊ የአገራችን ጉዳዮች ላይ በመመርኮዝ ወይይት ያደረጉ ሲሆን በተለይ ምክንያቱም አገራት ጣልቃ ገብነትን በተገኘው አጋጣሚ ሁሉ በተደራጀው ነታ የሀሰት ፕሮፓጋንዳውን ማክሸፍ የሁሉም ድርሻ መሆኑን በውይይቱ ተነስቷል።

የአገራችንን መከላከያ ኃይል አገራችንን ለማተራመስና ለማፍረስ የሚያስገድድ የውጭ ሃይሎችን የአገር ውስጥ ተላላኪ ባንዳዎችን ተገቢውን ቅጣት በመስጠት በዱር በገደል እየተዋደቀ ሲሆን የሚኒስቴሩ አመራርና ሰራተኞችም ይህን የአገር መከታበት ለያዩ መንገዶች መደገፍ እንደሚገባበው ይይቱ ተነስቷል።

ከዚህ ውስጥም የደም ልገላው አንዱ ሲሆን ሌላው አገራችን እንዳትደፈር በዱር በገደል ለሚዋደቀው ለመከላከያ ኃይላችን መደረጉ ደግሞ ስጦታውን እጥፍ ድርብ ያደርገዋል።

ተስፋ ሰጪው የመስኖ ስንዴ ልማት ሥራ በኦሮሚያ ክልል ምስራቅ ሸዋ ዞን

ስንዴ በኢትዮጵያ ውስጥ ከሚመረቱ ሰብሎች ውስጥ ከፍተኛ ትኩረት ከተሰጣቸውና የእሴት ሰንሰለታቸው መጠናከር አለባቸው ተብሎ ከተለዩትና ቅድሚያ ከሚሰጣቸው አዝዕርቶች መካከል ነው። ስንዴ የምግብ ዋስትናን ለማረጋገጥ ያለው ፋይዳ፣ ከውጭ የሚገቡትን የግብርና ምርቶች በሃገር ውስጥ ለመተካት በተያዘው ዕቅድ ውስጥ የሚኖረው ጉልህ ሚና እና በአግሮ ፕሮሰሲንግ ኢንዱስትሪ ውስጥ በጥሬ እቃ አቅርቦት ላይ ያለው ተፅዕኖ ከፍተኛ በመሆኑ ነው። ኢትዮጵያ ለስንዴ ምርት ተስማሚ አፈርና ምቹ ስነ-ምህዳር ስላላት ከሰሃራ በታች ካሉ የአፍሪካ አገሮች ውስጥ ትልቋ የስንዴ አምራች አገር ናት።

በኦሮሚያ ክልል ምስራቅ ሸዋ ዞን የመስኖ ስንዴ ልማት ስራ በ2012 ዓ.ም 11 ሺህ ሄክታር መሬት በማልማት የተጀመረ ሲሆን በተያዘውም የምርት ዘመን 65120 ሄክታር መሬት በመስኖ ስንዴ የተሸፈነ ሲሆን በአማካኝም ከ38-60 ኩንታል በሄክታር ለማግኘት ታቅዶ እየተሰራ እንደሆነ የዞኑ ግብርና ቢሮ ሃላፊ አቶ መስፍን ተሾመ ገልፀዋል።

ከዚህ በተጨማሪም በመደበኛ የመስኖ ልማት ስራ 54 ሺህ ሄክታር መሬት በአትክልትና ፍራፍሬ ተሸፍኗል። አርሶ አደሩም ያመረተውን ምርት የገበያ ትስስር ችግር ሳይገጥመው እንዲሸጥ ኦሮ ፍሬሽ የሚባል የግብይት ትስስር በመፍጠር አርሶ አደሩ በቀጥታ ያመረተውን ምርት ወደ ገበያ ይዞ የሚወጣበት ዕድል በመፍጠር በመሃል የሚገባውን ደላላም ሙሉ ለሙሉ ባይባልም ማስቀረት ተችሏል ሲል አቶ መስፍን አክለው ገልጸዋል።

የመስኖ ስንዴ ልማት ስራን ዞኑ ያለውን አቅም ሙሉ በሙሉ በመጠቀም እስከ 2.4 ሚሊየን ኩንታል የስንዴ ምርት ለማግኘት እየተሰራ ሲሆን በዚህም ምክኒያት ሃገራችን ከውጭ የምታስገባውን የስንዴ ምርት በሃገር ውስጥ ለመተካት የተያዘውን ዕቅድ ከግብ ለማድረስ እየሰራን ነው በማለት ገልፀዋል።

የመስኖ ስንዴ ልማት ስራን በተሳካ ሁኔታ ለመስራት ከፌዴራል እና ከክልል የግብርና መዋቅር ከሎጅስቲክስ ጀምሮ የተለያዩ ድጋፎችን እየተደረገልን ቢገኝም የቅንጅታዊ አሰራር ክፍተት፣ የሜካናይዜሽን አጠቃቀም ችግር፣ የግብዓት አቅርቦት እጥረት እንዲሁም የውሃ አጠቃቀም ችግሮች ቢያጋጥሙም የመስኖ ስንዴ ልማት ስራው እንዳይስተጓጎል ችግሮቹን በፍጥነት በመቅረፍ ስራውን ማስቀጠል እንደተቻለ አቶ መስፍን አብራርተዋል።

በአዋሽ ተፋሰስ በመስኖ የለሙ የቆላ ስንዴ ማሳዎች ተጎበኙ

በአዋሽ ተፋሰስ ቆላማ አካባቢዎች የቆላ ስንዴ ልማት እየተካሄደ ይገኛል። በተፋሰሱ በኦሮሚያና በአፋር ክልሎች በሚገኙ የአርሶ አደሮች፣ የአርብቶ አደሮች፣ የባለሀብቶችና የግብርና ምርምር ይዞታ በሆኑ መሬቶች ላይ የቆላ ስንዴ ልማት እየተካሄደ ነው።

በአዋሽ ተፋሰስ ቆላማ አካባቢዎች ብቻ ከ10 ሺህ ሄ/ር በላይ መሬት ላይ በመስኖ የቆላ ስንዴ ልማት እየተካሄደ ሲሆን ከዚህ ውስጥ 4 ሺህ ሄ/ር የሚሆነው መሬት የተሸፈነው ለቆላማ አካባቢዎች በሚሆን ምርጥ የስንዴ ዘር ብዜት ስራ ነው።

በአፋር ክልል አውሳና ጋቢ ዞን ዱብቲና አሳይታ ወረዳዎች መንግስት ባደራጃቸው ወጣቶች በአዋሽ ተፋሰስ በመስኖ የለሙ የቆላ ስንዴ ማሳዎች የግብርና ሚኒስቴር፣ የክልል ከፍተኛ የስራ ሃላፊዎች እንዲሁም ሌሎች ባለድርሻ አካላት ተወካዮች በተገኙበት ተጎበኝቷል። በመስኖ እየለማ ያለው የቆላ ስንዴ በሃገር ውስጥ ምርት በመተካት ከውጭ የሚገባውን ስንዴ እንደሚያስቀር በመስክ ጉብኝቱ ተነግሯል።

የኢትዮጵያ የቡና ቀን «ቡናችን ለአብሮነታችን እና ለብልፅግናችን» በሚል መሪ ቃል በተለያዩ ዝግጅቶች እያተከበረ ይገኛል።

የኢትዮጵያ ቡናና ሻይ ባለስልጣን ከግብርና ሚኒስቴር እና ከሌሎች አጋር ድርጅቶች ጋር በመሆን የዘንድሮ አመት የኢትዮጵያ የቡና ቀን «ቡናችን ለአብሮነታችን እና ለብልፅግናችን» በሚል መሪ ቃል ከመስከረም 4-5/2015 በተለያዩ ዝግጅቶች እያከበረ ይገኛል።

የግብርና ሚኒስቴር ሚኒስትር ክቡር አቶ ዑመር ሁሴን በመክፈቻ ንግግራቸው ላይ እንደተናገሩት የቡና ዘርፉ በግብርና ዘርፍ ካሉት የውጭ ምንዛሪ ግኝት የጎላ ድርሻ የነበረው ሲሆን በዘንድሮው አመት ከሌሎች ዓመታት በተለየ መልኩ ከ1.4 ቢሊዮን ዶላር ገቢ መገኘቱን ገልጸዋል። ለዚህም አስተዋጾ ለነበራቸው ባለድረሻ አካላት የእውቅናና ሽልማት የሚሰጥበት መድረክ እንደሆነ አብራረዋል።

በመድረኩ በክቡር ዶ/ር አዳኛ ደበላ የኢትዮጵያ ቡናና ሻይ ባለስልጣን ዳይሬክተር ለውይይት መነሻ ጽሁፍ ቀርቧል። ከቀረቡት አንኳር ጉዳዮች መካከል ኢትዮጵያ እንደ ሀገር የቡና መገኛ ብቻ ሳትሆን ከ15 ሚሊዮን በላይ ኢትዮጵያውያን በቀጥታም ሆነ በተዘዋዋሪ ክቡና ዘርፍ ጋር ተጠቃሚ በመሆናቸው ቡና ለኢትዮጵያ አርንጓዴ ወረቅ ነው ብለዋል። የቡና ምርትና ኤክስፖርት ወደ 300 ሺህ ኩንታል ያደገና 843 ሚሊዮን የአሜሪካ ዶላር ገቢ እያመጣ እንደሚገኝ በመነሻ ጽሁፍ ቀርቧል።

በመጨረሻም የግብርና ሚኒስቴር ሚኒስትር ክቡር አቶ ዑመር ሁሴን የሚመራ የውይይት መድረክ ተካሂዷል። በውይይቱ ላይም በቡና ምርትና ምርታማነት በተፈለገው መልኩ እንዲያድግ ከባለሀብቱ ምን ይጠበቃል? የኤክስፖርት መጠን በአለም ገበያ ለማሳደግና ሀገራችን ተጠቃሚ ለማድረግ ከአቅራቢው ምን መሰራት ይኖረበታል? በቡና ላይ መንግስታዊ ያልሆነ ድረጅት ተመራማሪ ሚና እና እንደ ሀገር የአርቢካ ቡና በአየር ንብረት ለውጥ በመጠቀም የሚያጋጥመውን ችግር ለመቅረፍ ምን እየተሰራ ነው የሚሉ ጉዳዮች ቀርበው ውይይትና ማብራሪያ ተደርጎባቸዋል።

መርሃ-ግብሩ ነገም በተለያዩ ዝግጅቶች የሚቀጥል ይሆናል።

የበጋ መስኖ ስንዴ ልማት እንቅስቃሴ

የበጋ መስኖ ስንዴ ልማት ሥራን ውጤታማ በማድረግ ከውጭ የሚገባውን ምርት በሃገር ውስጥ ለመተካት እየተደረገ ባለው ሰፊ ርብርብ አበረታች የሆነ ውጤት እየተመዘገበ ይገኛል።

በግብርና ሚኒስቴር የግብርና ኤክስቴንሽን ዳይሬክተር ጀኔራል አቶ ገርማሜ ጋሩማ እንደገለጹት እንደ ሀገር በዘንድሮው የምርት ዘመን በበጋ መስኖ ስንዴ ልማት 400 ሺህ ሄክታር መሬት በማልማት 16 ሚሊዮን ኩንታል ምርት ለማግኘት ታቅዶ ወደ ስራ በመግባት እስከ አሁን ባለው የምርት አሰባሰብ መረጃ መሰረትም በአማካኝ ከ1 ሄክታር ከ30-60 ኩንታል ምርት እየተገኘ ሲሆን የታቀደውንም እቅድ ሙሉ በሙሉ ለማሳካት የሚያስችል ውጤት መገኘቱን ገልፀዋል።

የግብርና ሚኒስቴር ለበጋ መስኖ ስንዴ ልማት ትልቅ ትኩረት በመስጠት የባለሙያ ድጋፍ፣ የግብዓት አቅርቦት እንዲሁም ከሎጅስቲክስ አኳያ የመስኖ ስንዴ ልማት በሚለማቸው አካባቢዎች ላይ ስራውን በተቀናጀ ሁኔታ መስራት እንዲያስችል የተሽከርካሪ ድጋፍ አድርጓል ሲሉ ዳይሬክተር ጀኔራል ገልፀዋል።

በሁሉም አካባቢዎች ምርት እንዳይባክን በሰፋፊ ኩታ-ገጠም እርሻዎች ላይ በሜካናይዜሽን የታገዘ የምርት አሰባሰብ ስራ እየተሰራ ሲሆን በተጨማሪም የገበያ ትስስር ችግር እንዳይፈጠርም ከክልሎችና ከህብረት ስራ ማህበራት ጋር በመሆን የተመረተውን ምርት ወደ ገበያ ማቅረብ የሚያስችል ስራ እየተሰራ ይገኛል ሲሉ ዳይሬክተር ጀኔራል አክለውም ገልፀዋል።

በዘንድሮው አመት በመስኖ ስንዴ ልማት ያልተሳተፉ አርሶና አርብቶ አደሮችን በቀጣይ አመት ወደ ስራ እንዲገቡ የተለያዩ የልምድ ልውውጥና የመስክ ጉብኝት ፕሮግራሞች ተዘጋጅተው ልምድ በመቅሰም ወደ መስኖ ስንዴ ልማት እንዲገቡ የሚያስችል ስራ የተሰራ ሲሆን በሚቀጥለው ዓመት የምርት ዘመንም 1 ሚሊዮን ሄክታር መሬት በመስኖ ስንዴን ለማልማት እቅድ መያዙን አቶ ገርማሜ ጋሩማ ገልፀዋል።

የግብርና ሚኒስቴር ሰራተኞች የተቀናጀ የከተማ ግብርና ማዕከል ስራ ማስጀመርያ የአሾካዶ ችግኝ ተክላ አካሄዱ።

የግብርና ሚኒስቴር አመራሮች እና ሰራተኞች በአዲስ አበባ ከተማ አቋቋ ቃሊቲ ክፍለ ከተማ የ2014ዓ.ም የአረንጓዴ አሻራ ተክላ አካል የሆነ ለከተማ ግብርና የችግኝ ተክላ መረሃ-ግብር አካሄዱ።

አመራሮች እና ሰራተኞች የተቀናጀ ከተማ ግብርና ልማት ሰርቶ ማሳያ በተዘጋጀ ቦታ ላይ የአሾካዶ ችግኞችን የተከሉ ሲሆን በቀጣይ በቦታው ስራውን በማስፋት ለምግብ ፍጆታ የሚውሉ አትክልቶች እና ፍራፍሬዎች ላይ ትኩረት ሰጥቶ እንደሚሰራ ተገልጿል።

የችግኝ ተክላ መረሃ-ግብር አስተባባሪ የሆኑት አቶ ስለሽ በቀለ የተቀናጀ የከተማ ግብርና ሰራተኛ ማሳያ ላይ የተለያዩ አትክልቶችና ፍራፍሬዎችን በመትከል እና በቀጣይ ደግሞ ከዚህ የሚገኘውን ምርት ለግብርና ሚኒስቴር የሰራተኞች ካፍቴርያ የሚቀርብ ለማድረግ የታሰበ መሆኑንና በቀጣይ የአፕል፣ ማንጎ፣ ፓፓያ፣ አሾካዶ እና ሌሎች ችግኞች እንደሚካተቱ ገልጸዋል።

በተጨማሪም በቦታው ላይ ከአትክልትና ፍራፍሬ ምርቶችን በማስፋፋት በእንሰላትና አሳ ሀብት ዘርፍ ሊሰሩ የሚችሉ የእርባታ ስራዎችን በማካተት የተቀናጀ የከተማ ግብርና ማእከል በማቋቋም ሌሎች ተቋማትና በከተማ ግብርና ላይ የተሰማሩ አካላት ልምድ የሚያተገኙበትና የተቋሙ ሰራተኞችም ተጠቃሚ እንዲሆኑ ምርቶቹ ለካፍቴርያ ለማቅረብ በትኩረት እንደሚሰራ ተገልጿል።

**የመኸር እርሻ እንቅስቃሴ በኦሮሚያ ክልል**

በክልሉ በሚገኙ በ21 ዞኖች በመጎር እርሻ ውጤታማ ለማድረግ ልዩ ትኩረት ሰጥቶ እየተሰራ መሆኑን የኦሮሚያ ክልል ግብርና ቢሮ ምክትል ሀላፊ አቶ ጌቱ ገመቹ ገለጹ። እንደሀላፊው ገለጻ በምርት ዘመኑ የመጎር እርሻን ውጤታማ ለማድረግ አመራሩን፣ አርሶ አደሩን፣ ወጣቶችና ባለሀብቶች የቴክኖሎጂ አጠቃቀምና አሰራር ስልጠና በመስጠት ግንዛቤ በመፍጠር መግባባት ላይ ተሰርቶ ወደ ስራ ተገብቷል ብለዋል። በምርት ዘመኑ 6.3 ሚሊዮን ሄክታር መሬት በመኸር እርሻ ለመሸፈን ታቅዶ 4.5 ሚሊዮን ሄክታር መሬት በኩታገጠም እርሻ እየለማ ሲሆን ለዚህም 550 ሺህ ኩንታል አፈር ማዳበሪያም ማቅረብ እንደተቻለ ተናግረው ከዚህም 205 ሚሊዮን ኩንታል ምርት ለመሰብሰብ ግብ ተቀምጦ እየተሰራ ነው።

በምዕራብ አርሲ ዞን እንደ ሀገር ሆነ እንደ ክልል በስንዴ እና ገብስ ምርት ያለው አስተዋፅኦ ከፍተኛ በመሆኑ የአፈር በማዳበሪያ አቅርቦት ሆነ የዋጋ መናር ጋር ተያይዞ ችግር እንዳይከሰት ያደሩ ማዳበሪያዎችን በማሰባሰብ ከፌዴራል የመጣውንም ማዳበሪያ በክልሉ ድጋፍ ቀድሞ እንዲደረስ በመደረጉ በበልግና በመኸር 343,411 ሄክታር መሬት በሰብል የሚለማ ሲሆን ከዚህ ውስጥ 52 ሺህ ሄክታር መሬት በበልግ የሚለማ ነው። በአጠቃላይ 293 ሄክታር መሬት በመኸር ለማልማት መቻሉን ዶ/ር አቡዳላሂ ቤካ በምዕራብ አርሲ ዞን ግብርና ጽ/ቤት ሃላፊ አስረድተዋል።

በተመሳሳይ በአርሲ ዞን 588,388 ሄክታር መሬት ለማልማት ታቅዶ 603 ሺህ ሄክታር መሬት በሰብል ተሸፍኗል። 436 ሺህ ሄክታር መሬት በኩታገጠም እርሻ የተሻለ ምርት ለማግኘት ሆነ የገበያ ችግር እንዳይገጥማቸው ምቹ ሁኔታ ተፈጥሮላቸዋል ሲሉ አቶ ገና መሃመድ የአርሲ ዞን ግብርና ጽህፈት ቤት ኃላፊ ይገልጻሉ። ሀላፊው አክለውም 257 ሺህ ሄክታር ያህሉ በስንዴ እርሻ የተሸፈነ ሲሆን 21.5 ሚሊዮን ኩንታል ምርት ለማግኘት እየተሰራ ነው።

የግብርና ጉዳዮች ቋሚ ኮሚቴ ከክልሎች ጋር በወቅታዊ የአፈር ማዳበሪያ አቅርቦት እና ስርጭት ዙሪያ የውይይት አካሄደ።

በህዝብ ተወካዮች ምክር ቤት የግብርና ጉዳዮች ቋሚ ኮሚቴ ከግብርና ሚኒስቴር ክፍተኛ አመራሮች በወቅታዊ የአፈር ማዳበሪያ አቅርቦት እና ስርጭት፣ የመስኖ ስንዴ ልማት ስራዎችና የመኸር ዝግጅት በአማራ፣ በኦሮሚያ፣ በደቡብ እና በሲዳማ ክልሎች የሱፐርቪዥንና የመስክ ጉብኝት ግብረ-መልስ ላይ ውይይት አካሄደ።

የኮሚቴ አባላቱ በቡድን ተከፍለው በአራቱ ክልሎች የመስክ ጉብኝትና ክትትል ያደረጉ ሲሆን በመስክ ጉብኝት ወቅት አባላቱ የታዘቧቸውን ጉዳዮች እንዲሁም ኮሚቴው በወቅታዊ የማዳበሪያ አቅርቦት፣ የበጋ መስኖ ስራ በተመለከተ ጥልቅ ውይይት ተደርጎ ሊወሰዱ በሚገባቸው የማስተካከያ ነጥቦች ተነሱታል።

በዚህ መሰረት የኮሚቴ አባላቱ በአማራ ክልል የተፈጥሮ ማዳበሪያ እንደ አማራጭ ለማዘጋጀት ከርዕሰ መስተዳድር ጀምሮ እስከ ቀበሌ ልማት ባለሙያ በውይይትና በእቅድ ላይ በመግባባት ለመሰራት እየተደረገ ያለውን ጥረት አድንቋል። ነገር ግን ከማዕከላዊ መጋዘኖች ወደ ክልሉ ዩኒቨርሲቲ የሚገቡ የአፈር ማዳበሪያዎች በአፋጣኝ ወደ አርሶ አደሩ ማሰራጨት መቻል እንዳለበት አስተያየት ሰጥቷል። በተመሳሳይ በኦሮሚያ ክልል የአፈር ማዳበሪያ ስርጭቱ የፀጥታ ችግር ካለባቸው አካባቢዎች ከመስተንጎሉ በስተቀር በጥሩ ሁኔታ እንዳለ ተገልጿል። በአንዳንድ አካባቢዎች የዝናብ ከመዘገየት በስተቀር በደቡብ እና ሲዳማ ክልሎች ማዳበሪያ ለአርሶአደሩ ማቅረብ የተቻለ መሆኑ ማየት ተችሏል። የበጋ መስኖ ስንዴ ልማት አስመልክቶም አርሶ አደሮች ያሉትን የውሃ አማራጮችና የተሻሻሉ ዝርያዎችን በመጠቀም በዓመት ሶስት ጊዜ ማልማት ባህል እየሆነ መምጣቱ እንደ ጥንካሬ የታየ ሲሆን ዝናብ እጥረት ባጋጠማቸው የበልግ አብቃይ አካባቢዎች ሊከሰት የሚችለውን አሉታዊ ተፅዕኖ ለመቅረፍ የውሃ እቀባ አሁንም አበክሮ መሰራት እንደሚገባ ተገልጿል።

በውይይት መድረኩ ላይ የ2014 የበልግና የመስኖ ስራ አፈጻጸም ሪፖርት በግብርና ሚኒስቴር እርሻና ሆርቲካልቸር ዘርፍ ሚኒስትር ዴኤታ በዶ/ር መለስ መኮንን ቀርቧል። እቅዱ የበልግ አብቃይ በሆኑ ክልሎች በመለየት የብሄራዊ ሜትሮሎጂ ትንበያዎችን ከግምት በማስገባት በበጋ የመስኖ ስንዴን በ405 ሺህ ሄክታር መሬት ላይ በማልማት በመጀመሪያው ዙር ብቻ 16 ሚሊዮን ኩንታል ምርት እንደሚገኝ ይህም በየአመቱ የምርት ጭማሪ እየታየበት መምጣቱ አስረድቷል። አያይዘውም ከስንዴ ልማቱ ጎን ለጎን በአትክልትና ፍራፍሬ ልማቱ ትኩረት ተሰጥቶ እየተሰራ እንደሚገኝ ለአብነትም በዚህ አመት 200 ቶን አቮካዶ ኤክፖርት ለማድረግ ታቅዶ 170 ቶን አቮካዶ ለውጪ ገበያ ኤክስፖርት ማድረግ ተችሏል። የምርጥ ዘር እጥረት ለመቅረፍ ከክልሎች እና ከምርምር ተቋማት ጋር አበክሮ እንደሚሰራ ጠቁመዋል።

በግብርና ሚኒስቴር የኢንቨስትመንትና ግብዓት ዘርፍ ሚኒስትር ዴኤታ ክብርት ዶ/ር ሶፊያ ካሳ በበኩላቸው የግብርና ምርትና ምርታማነት ለማሳደግ ማደበሪያ ወሳኝ እንደመሆኑ መጠን በቅድመ ፍላጎት ዳሰሳ ጥናት ተደረጎ ከጦርነት በፊት ግዢ መፈፀሙ መልካም አጋጣሚ ሆኗል ብለዋል። ለአፈር ማዳበሪያ ግዥ 1 ቢሊዮን ዶላር ከመንግስት ተፈቅዶ የ12.8 ሚሊዮን ኩንታል ግዥ ተከናወኖ 4.3 ሚሊዮን ኩንታል ወደብ የደረሰ ሲሆን 3.5 ሚሊዮን ኩንታል ክልሎች ደርሶ 4.95 ሚሊዮን ለአርሶአደሮች መሰራጨቱን ገልፀዋል። ለአፋር እና ለሶማሌ

ክልሎች እንዲሁም በግብርና ለተሰማሩ ግል ባለሃብቶች በግብርና ስራዎች ኮሮንቫሽን በኩል እየቀረበ እንደሚገኝ አብራርተው ከወጭ የሚገባው ማዳበርያ በወቅቱ እንዲደርስ ጥብቅ ክትትል እየተደረገ እንደሚገኝና ክልሎች የደረሰው ማዳበርያም ለአርሶአደሩ እንዲሰራጭ ከክልሎች ጋር በመቀናጀት በትኩረት እየተሰራ መሆኑን አክለው ገልፀዋል

የኢንስፐክሽን ቡድኑና ተሳታፊ የቋሚ ኮሚቴ ሰብሳቢዎች የተለያዩ ጥያቄዎችና ምክረ ሃሳቦች አቅርበዋል ከተሰጡት ሀሳቦች መካከል ህገ-ወጥ ማዳበሪያ ሽያጭ ቁጥጥርና ዋጋ ጭማሪ ላይ፣ የአፈር ማዳበሪያዎች በመጋዘኖች የሚከማቹበት ሁኔታ ምክኒያት ቢጠና፣ ምርጥ ዘር ከመጠቀም ጎን ለጎን ነባር የሰብል ዝርያዎች ቢታሰብበት፣ በዝናብ እጥረት፣ በአንበጣ ፣ በድርቅና በጦርነት የተጎዱ አካባቢዎች ያሉ አርሶአደራዎች አደሮች በግብርና ግብዓቶች ዙሪያ የተለየ ድጋፍ በመንግስትም ሆነ በግብርና ሚኒስቴር ሊያደረግላቸው እንደሚገባ ኮሚቴው አሳስቧል።

በመጨረሻም ለተነሱት ጥያቄዎች ከግብርና ሚኒስቴር ክፍተኛ አመራሮች በኩል ምላሽ ተሰጥቷል። ጊዜው በሚጠየቀው መልኩ ጥናት በማድረግ ግብርናን ለማዘመን የፖሊሲ ማሻሻያ ማድረግና የተለያዩ አዋጆች በምክር ቤቱ እንዲጸድቁለት ያቀረበ መሆኑን ተገልጿል። ኢትዮጵያ በተለይ በስንዴ ምርት ያለባትን የምርት ክፍተት በዚህ ዓመት ለመሸፈን ጥረት የሚደረግ ሲሆን በቀጣይ አመታት ከበቂ ምርት በላይ በማምረት ለውጭ ገበያ የሚቀረብበት ደረጃ ለመድረስ ሰፊ ርብርብ እንደሚደረግ ተገልፀዋል። ግብርና ሚኒስቴር መስሪያ በጦርነት ለተጎዱ ከዋግጥምራ እስከ ሰሜን ሸዋ ዞኖች ላሉ አካባቢዎች 133 ሚሊዮን ብር ማድረግና ሌሎችም ምላሾች ተሰጥቶ የግብርና ጉዳዮች ቋሚ ኮሚቴ ሰብሳቢ የግብርና ጉዳዮች ቋሚ ኮሚቴ ሰብሳቢ የተከበሩ አቶ ሰለሞን ላሌ በቀጣይ ከግብርና ሚኒስቴር እስከ ቀበሌ ባለሙያ ድረስ ተናቦ በትብብር በመስራት በፀጥታ ምክንያት ማዳበሪያ ያለደረሰባቸው አካባቢዎች በአፋጣኝ ለማድረስ ቢሰራ፣ በህገ-ወጥ መንገድ ማዳበሪያን ለተለያዩ ግብዓቶች በሚጠቀሙ ቁጥጥርና እርምጃ እንዲወሰድ እና የበጋ መስኖ ስንዴ ልማትን አጠናክሮ በማሳደግ የምግብ ዋስትና ችግርን ለመቅረፍ ልዩ ትኩረት ሰጥቶ እንዲሰራ አሳስበው የውይይት መድረኩ ተጠናቅቋል።

የገጠር መሬት አስተዳደርና አጠቃቀም ላይ የግንዛቤ ማስጨበጫ ስልጠና ለባለሞያዎች እየተሰጠ ነው።

(ግብርና ሚኒስቴር፣ መስከረም 19 ቀን 2015 ዓ.ም፣ አዳማ)

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ከክልሎች ለተውጣጡ የግብርና ቢሮዎች የህዝብ ግንኙነት ሃላፊዎችና በገጠር መሬት አስተዳደር ላይ ለተሰማሩ ባለሙያዎች የገጠር መሬት አስተዳደርና አጠቃቀም ላይ የህዝብ ግንኙነትና ህዝባዊ ግንዛቤ ማስጨበጫ ሥራዎች ምን መሆን እንዳለባቸው አቅጣጫ የሚያስይዝ ስልጠና በአዳማ ከተማ እየተሰጠ ይገኛል።

በግብርና ሚኒስቴር የህዝብ ግንኙነትና ኮሙንኬሽን ስራ አስፈጻሚ አቶ አበራ ለማ የስልጠና መድረኩን ሲከፍቱ የህዝብ ግንኙነትና ኮሙንኬሽን ስራ የመንግስትን ፖሊሲዎች፣ ስትራቴጂዎች እና ዕቅዶች ተፈጻሚ እንዲሆኑ፤ እንዲሁም በህብረተሰቡ ዘንድ የጋራ መግባባትን በመፍጠር ኢኮኖሚያዊና ማህበራዊ ለውጦችን ለማምጣት የሚሰሩ ስራ መሆኑን ተናግረዋል።

የህዝብ ግንኙነት ስራ እና ህዝባዊ ግንዛቤ ማስጨበጫ ስራዎች ከገጠር መሬት አስተዳደርና አጠቃቀም አንጻር ምን መምሰል እንዳለባቸው የሚያመለክቱ የተለያዩ ሰነዶች እየቀረቡ ውይይት እየተደረገባቸው ሲሆን ስልጠናው ከመስከረም 19 ቀን 2015 ዓ.ም ጀምሮ ለሁለት ቀናት የሚቆይ ይሆናል።

National Awareness Workshop on Veterinary Paraprofessional Workforce Development was held at Adama

Dr. Fikru Regasa, State minister of of Agriculture stated that Ethiopia has been well recognized that it is endowed with huge livestock resources which placed it on the top among the other African countries and the contribution of these resources to household and national economy is tremendous and highly diversified.

Although the majority of rural people depend on livestock to sustain their livelihoods, the most problems to reduce production and productivity of livestock are shortage of feed and diseases, added the state minister.

According to the state minister, to overcome some of the problems, there are different activities done by government to reduce the impact of disease on animal production and consequently strength livestock export and Ethiopia has been working hard on the veterinary workforce development which was identified as a gap by evaluation based on requirements set by WOA (World Organization for Animal Health) and it is very important to eradicate PPR disease.

Dr. Fikru elucidated that the new project means the Prevention and Control of Transboundary Animal Diseases (PC-TAD) focuses on the development of a Veterinary Paraprofessional (VPP) workforce that enhances the eradication of PPR disease from our country by 2027 and 2030 from the globe and he guaranteed the participants that Ministry of Agriculture is ready to provide all the required supports to them throughout PC-TADs project implementation period.

Finally, mentioning that to rally the stakeholders together, a PC-TAD National Working Group (NWG) has been recruited in order to act as a key driver in the management of the project implementation and the NWG will work together with the PC-TAD National focal point in the delivery of the project, the State Minister urged the participants to implement the project effectively and efficiently to achieve global plan of eradicating PPR disease.

Dr Samuel Wakhusama, WOA Sub-Regional Representative for Eastern Africa, on his part mentioned that Veterinary Services are critical to global and national health security, food security and food safety, agricultural and rural development, poverty alleviation, safe national and international trade, wildlife health and environmental protection; as such they are considered a global public good.

Through the Programme for Workforce Development, the WOAHA supports Members to identify human resource needs in terms of the required competencies and the number and distribution of personnel to deliver veterinary services, he added.

According to Dr Samuel Wakhusama, the intention of the WOAHA is to encourage Member Countries to systematically assess their veterinary workforce needs and to realistically address those needs within the limits of the financial, human, and educational resource constraints that they may be facing and also recognized the commitment of Ethiopia to support veterinary paraprofessional workforce development as well as PPR control and eradication.

Dr. Asmamaw Duresa, National PPR Disease Control and Eradication Programme Coordinator and PC-TADs project focal person, indicated that the objective of the workshop is to create awareness for key Stakeholders on Veterinary Paraprofessionals (VPPs) workforce development and the expectation of the workshop's outcomes such as enhanced interest to participate in strengthening the VPP enabling environment and their integration into the national workforce, general strategic direction for the project identified following the wider stakeholder's consultations and their recommendations, key areas of project intervention focusing on VPP training and deployment as well as PPR eradication identified and a national action plan for PC-TAD VPP activities drawn.

Regarding the workshop participants of the stakeholders, 46 participants are from Ethiopia and 7 participants are from WOAHA, Kenya.

The Ethiopians participants came from different Regional veterinary offices, federal veterinary service, universities/training institutions, NGOs, Projects, private sectors, professional association and related organizations.

Presentations took place on Overview of WOAHA capacity building programme activities, veterinary legislation, Veterinary regulation, Veterinary Paraprofessionals (VPPs) legislative framework in Ethiopia, VPP education, VPPs in Ethiopia, VPP in veterinary services, VPP education in Ethiopia, role of WOAHA in education, ... and the participants discussed well on the presentations. At the end of the workshop the newly launched project, the Prevention and Control of Transboundary Animal Diseases (PC-TAD) has been recognized by the key stakeholders' participants.

የፌዴራልና የክልል አመራሮች በተገኙበት የስርዓተ ምጋታ በጎ አርዳያ መንደር ተመረቀ።

በደቡብ ብሄር ብሄረሰቦችና ህዝቦች ክልል በካምቦታ ጠምባሮ ዞን ሀደሮና ጡንጦ ዙሪያ ወረዳ በስርዓተ-ምጋታ አርዳያ የሆኑ የአነስተኛ መስኖ ተጠቃሚ አርሶአደሮች ማሳም መንደሩ ሲመረቅ በፌዴራልና በክልሉ አመራሮች ተጎብኝተዋል።

በካምቦታ ጠምባሮ ዞን ሀደሮ ጡንጦ ዙሪያ ወረዳ ዋና አስተዳዳሪ አቶ ብርሃኑ ከበደ እንደገለጹት የጎምቦሎዞ አነስተኛ መስኖ በተሳትፎዎቹ አነስተኛ መስኖ ልማት ፕሮግራም በተገኘ የገንዘብ ድጋፍ የመስኖ አውታር ተገንብቶ ከ2012 ዓ.ም ጀምሮ 65 ሄ/ር መሬት እያለማ ሲሆን በዚህም አትክልትና ፍራፍሬ እንዲሁም ስንዴ እያለማ ይገኛል ብለዋል።

በተሳትፎዎቹ አነስተኛ መስኖ ልማት ፕሮግራም በለማው ጎምቦሎዞ አነስተኛ መስኖ 219 ቤተሰቦችን ተጠቃሚ እያደረገ እንደሚገኝና ከዚህ ውስጥም 120 ቤተሰቦች በአርዳያነት የተመረቁ መሆናቸውም ዋና አስተዳዳሪው ገልጸዋል።

ፕሮግራሙ በተለይ ለሴቶች የእርሻ መሳሪያ በመስጠት፣ የገንዘብ ድጋፍ በማድረግ እና ሙያዊ እገዛ በማድረግ እያበቃቸው ይገኛል ብለዋል ዋና አስተዳዳሪው።

የተፈጥሮ ሀብት ልማት ዘርፍ ሚኒስትር ዴኤታውን ወክለው የተገኙት የአነስተኛ መስኖ ማስፋፊያ ስራ አስፈፃሚ አቶ ኤልያስ አወል ከዝናብ ጥገኝነት ለመላቀቅ የመስኖ ውሃን ማቅረብ ወሳኝ መሆኑን ገልጸው የጎምቦሎዞ አነስተኛ መስኖ የወረዳውን ምርትና ማርታማነት ከማሳደግ አንፃር ያለው አስዋዕዖ ከፍተኛ እንደሆነ ተናግረዋል። በተሳትፎዎቹ አነስተኛ መስኖ ፕሮግራም ተጠቃሚ የሆኑ ሴቶች ከዚህ በፊት የስራ ጫና እንደነበረባቸው እና ባለቻቸው ስራ ያግኟቸው እንዳልነበር ተናግረው አሁን በፕሮግራሙ የተለያዩ ድጋፎች ኑሯቸው እየተቀየረ መሆኑን አስረድተዋል።

በመጨረሻም በስርዓተ-ምጋታ አፈፃፀም አርዳያ የሆኑ ቤተሰቦች እና እነዚህን አርዳያ ቤተሰቦች በመፍጠሩ ሂደት ጉልህ ሚና ላላቸው ባለሙያዎችና ሃላፊዎች እውቅናና ሽልማት ተሰጥቷቸዋል።