

**ADDIS ABABA UNIVERSITY**

**SCHOOL OF JOURNALISM AND COMMUNICATION**

**Assessing the impact of COVID – 19 pandemic on  
broadcast media business: The case of Ahadu Radio and  
Fana Broadcasting Corporate**

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**Addis Ababa, Ethiopia**

**Assessing the impact of COVID – 19 pandemic on  
broadcast media business**

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Corporate**

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# Declaration

This is to assure that the Thesis prepared by Selam Teshome, — **Assessing the impact of COVID – 19 pandemic on broadcast media business : The case of Ahadu Radio and Fana Broadcasting Corporate** submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## **Abstract**

*The aim of this study was to assess the impact of COVID – 19 pandemic on the business of Ahadu Radio and Fana Broadcasting Corporate. To get the appropriate data for the study, the researcher employed qualitative research approaches. Research tools such as focus group discussion and in-depth interview were used to collect relevant data from marketing department employees, Journalists and operation heads of both organizations. For the in - depth interview twelve interviewees were selected using purposing sampling. Ten journalists (five from each media) and two operation heads (one from each media) were interviewed. In addition to that focus group discussion was conducted involving twelve participants. Focus group discussions were made in Fana Broadcasting Corporate and Ahadu Radio compounds each having six members. The data gathered from in – depth interview and focus group discussion were analyzed thematically. It has been tried to address the main impacts of COVID – 19 pandemic on the media business of both organizations. The findings show that the outbreak of COVID – 19 pandemic impacted the main sources of income of both media organizations. Accordingly, advertisement incomes, psychological state of fear of employees, the restriction measures following the outbreak of the pandemic negatively affected the business performance of Ahadu Radio and Fana Broadcasting Corporate. Thus, based on the results of the findings it is recommended that the government should arrange mechanisms that support the business performance of media organizations in times of calamities like the outbreak of COVID – 19 pandemic before imposing restrictions and taking similar measures. Moreover, media organizations should not depend on promotion/advertisement income as their mere source of revenue.*

*Keywords: Pandemic, COVID – 19,*

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# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

On March 13, 2020, Ethiopia verified the first COVID-19 pandemic case. By August 2, 2020 more than four hundred thirty-seven thousand three hundred nineteen (437,319) laboratory tests had been made out of which eighteen thousand seven hundred six (18,706 ) were confirmed cases (4 % of all tests) (MoH and EPHI, 2020). Majority of these confirmed cases have been in Addis Ababa, the capital city. By 2 August, there had been three hundred ten (310) deaths in Ethiopia in connection to the spread of the virus (MoH and EPHI 2020). Policy measures to arrest and minimize the spread of the virus in Ethiopia was declared for the first on 16 March, exactly three days following the first confirmed case COVID – 19 pandemic. As a result of the pandemic's extensive spread, Ethiopia's government closed schools, outlawed all public meetings and sporting activities, and urged physical separation (Kalle Hirvonen, 2020). Travelers from various nations were placed in a mandatory quarantine, hotels were told not to reopen until further notice, and land travel was also prohibited. In terms of public transportation and other vehicle movements between cities and their environs, several regional administrations have followed suit.

Throughout the world, COVID 19 pandemic caused apprehension among all parts of the societies and different institutions. Schools were restricted from rendering service in almost all parts of the country, the government announced a state of emergency to alleviate the consequences, the economy was highly impacted by the pandemic due to the restrictions imposed by the government, and the media sector was also compelled to work in toughest condition due to international economic crisis.

The information allows us to be aware of what is going on in the world around us. It also gives us access to current events and public affairs that may have an impact on our daily lives. As a result, it is a necessary component of a healthy democracy's operation. Citizens can organize an idea and participate politically if they have access to high-quality information. This is the primary goal of journalism (Kovach; Rosenstiel, 2007), as well as one of its founding principles. Journalism becomes invaluable for the articulation of the public sphere, which in

liberal democracies serves as an independent and intermediary means between the State and society, ensuring the concept of universal access to information for all people (Habermas, 2006). As a result, news becomes a necessary product for civic society.

To gain a broad and practical understanding of media performance on the African continent, one must study the continent's sociopolitics and contextual underpinnings. Hallin and Mancini (2004) claim that it is impossible to comprehend the news media without taking into account the form of the state, the development of relations between political interests, and the shift in the growth of civil society, among other social structure criteria.

Because of the intimate ties between information and healthcare in a given society, Casero-Ripollés (2020) claim that information practices have significant effects not only in individuals' understanding of their local environment, but also in healthcare matters. As a result, understanding broadcast media is critical, particularly at critical junctures in our society's history, such as the Coronavirus outbreak. Assessing the impact of the COVID - 19 pandemic on the media industry is crucial, both because of its potential to revolutionize the industry and because of its prevalence in journalism and communication.

COVID-19 is a phenomenon of enormous magnitude and relevance. The influence of the pandemic has been felt in a variety of societal areas, including the media and journalism. Since the start of the COVID – 19 pandemic health catastrophe, news has been a valuable resource for everyone. According to Casero-Ripollés (2020), the dynamics of information consumption are more important because of their ability to transcend the media system and their occurrence in democracy.

Ethiopia is one of the emerging Sub-Saharan African countries that is facing a variety of infectious and non-infectious illness threats. Furthermore, the current pandemic (COVID-19) adds to the country's burden (Wondimu, 2020). As a result, the goal of this study is to look into the impact of the Coronavirus pandemic on the broadcast media industry and journalism.

Taking into consideration the enormous impact broadcast media have in the community, Fana Broadcasting Corporate and Ahadu radio are the two broadcast media that are selected to examine the level of impact the COVID 19 pandemic has made on their business performance.

## **1.2. statement of the problem**

According to a World Bank research (2020b), the COVID-19 pandemic is causing a significant decline in worldwide economic activity. The widespread dread of contracting the virus, combined with strong legislative steps to limit its spread, has caused major disruptions in livelihoods. Almost all industrialized countries have announced significant reductions in economic output, major increases in unemployment and government deficits, and significant decreases in household comprehension of their financial conditions in the near future (Ambrocio 2020; OECD 2020).

Ethiopia declared a state of emergency at the federal level on April 8, 2020. Land borders were closed, except for cargo. In public spaces, facemasks have become mandatory. Prohibitions on cross-country public transit and city transportation were also declared, such as reducing public transportation providers' carrying capacity to half of their normal capacity.

On top of this, the government restricted employers from laying off their workers and property owners from evicting their tenants or raise rents while the State of Emergency. Some regional states impose even stricter actions by closing restaurants and limiting movement between rural and urban areas. But, unlike some other countries in the continent, Ethiopia never took measures like a full lockdown that highly limit movement, imposed curfews, or fully closed all borders. On July 2020, movement inter regional states was allowed and humanitarian organizations were permitted to operate without prohibitions (UNOCHA 2020).

Household surveys made by the World Bank show similar percentages. In April, sixty-one percent of urban households and fifty – two percent of rural households announced that income losses since the inception of the pandemic. After one month, forty - nine percent of urban and forty - four percent of rural households declared income losses while the same period (Wieser et al. 2020b). A sector-based study shows that non-farm businesses were particularly impacted by the COVID - 19 pandemic.

The World Bank household phone surveys conducted in April showed that about eighteen percent of urban respondents and ten percent of rural area respondents reported that they had lost their job following the beginning of the COVID – 19 pandemic. But, almost forty percent of those who lost their job during this period explained their reason for losing their job to non-

pandemic reasons, mainly the temporary behavior of the work. Those who terminate their job were highest in the hospitality, construction, and wholesale/retail sectors and were most probably to be announced by casual workers, private sector employees, and self-employed citizens (Wieser et al. 2020a).

Nonetheless, the overall drop in employment appears to be a one-time occurrence. The World Bank surveys show significant gains in employment rates in May, despite the fact that they are still significantly lower than before the outbreak of the pandemic (Wieser et al. 2020b).

The World Bank firm survey support these trends. In April, 2020, only 4% of the firms had laid-off workers during the two weeks before the interview. More than half of the large firms and nearly twenty-five percent of the small-scale firms declared they had granted their workers (mostly paid) leave. Yet, at that point in April, the understanding was quite worst scenario that with seventeen percent of the firms planning to lay off part of their workforce in the next two weeks (Bundervoet et al. 2020a). However, the situation improved substantially, and in June, the percentage of enterprises fell to 7%. (Bundervoet, Abebe, and Wieser 2020b). In general, according to World Bank surveys, 15% of enterprises in Addis Ababa fired employees between April and June, while 5% hired new employees.

COVID-19 is making important and remarkable effects in several aspects of our society. It has impacted the news, journalism, and media system, among other areas. In mid-March 2020, a state of emergency was declared in the event of a health turmoil in the country. Since then, widespread information has been a valuable and vital asset in dealing with the problem (Casero-Ripollés, 2020).

Because this pandemic is new to the rest of the world, as well as Ethiopia, very little research has been done concerning the pandemics` impact on media. However, the researcher believes that no research has been conducted regarding the impact of COVID – 19 pandemic on the business of Fana Broadcasting Corporate and Ahadu Radio thus far. As a result, this research may serve as background for other researchers on the area and provide some insight into assessing the impact of the COVID – 19 pandemic on the broadcast media business. This is the underlined reason that has initiated this study to be conducted.

### **1.3. Objective of the study**

#### **1.3.1 General objective**

The main objective of this study is to assess the impact of COVID 19 pandemic on the businesses of Fana Broadcasting Corporate and Ahadu Radio.

#### **1.3.2 The Specific Objectives**

The specific objectives of this study are;

- To identify the impact of COVID -19 pandemic in Fana Broadcast Corporate and Ahadu Radio business performance
- To describe the effects of federal level state of emergency declaration on both broadcast media businesses
- To find out if there is a difference in business performance between the two media before and while exposure of COVID – 19 pandemics.

#### **1.4 Research Questions**

1. Are there differences in business performance in Fana Broadcast Corporate and Ahadu Radio pre and while exposure of COVID -19 pandemic?
2. What are the impacts of federal level state of emergency declaration in both Broadcast Media business?
3. What are the impacts of COVID - 19 on the business performance of Fana broadcast and Ahadu radio?

### **1.5. Significance of the study**

The study, as it tries to explore the impact of COVID – 19 pandemics on broadcast media business such as Ahadu Radio and Fana broadcast corporate, would be significant for the Ethiopian broadcast media in creating an understanding as to whether COVID – 19 pandemic affects their business or not. This will help the broadcast media redefine their business in contributing to the economic process and development issues the country is undertaking.

It would also be critically valuable in terms of contributing to the understanding of the relationship between broadcast media business with that of federal level state of emergency declarations which followed the onset of COVID – 19 pandemics in Ethiopia.

As the study will be one of the few types of research, if any, conducted on impacts of COVID – 19 pandemics on broadcast media business such as Fana Broadcast Corporate and Ahadu Radio, it will be significant in providing an academic understanding of the subject for those who are interested to study the impact of COVID 19 pandemics on a broadcast media business in the coming years.

### **1.6. Scope of the study**

The study is confined to assess the impact of COVID – 19 pandemics on Broadcast media business such as Fana Broadcast Corporate and Ahadu Radio. The study did not include the impact of COVID – 19 pandemics in overall affairs of the media rather it mainly concentrated on the impact of their business performance only. Geographically, the study was done in the stated two media which are found in Addis Ababa, Lideta and Yeka Sub cities respectively. This study does not involve other private or governmental broadcast media found in Ethiopia. The first COVID-19 case was confirmed in Ethiopia on 13 March 2020. The period of this study will be consecutive 10 months before and after 13 March 2020 which could show the impact of the COVID – 19 pandemic on the business performance of both media.

### **1.7. Limitations of the study**

Because the study in question is current and recent, there is a scarcity of related literature in the Ethiopian setting, so similar pieces of literature from other connected situations are chosen to fill in the gaps. Another constraint of the study is the hesitancy of journalists and other key people to participate in interviews and focus group discussions because of the contagious behavior of COVID – 19 pandemic. But Journalists and marketing department staff who were willing to help were used as an option.

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

The researcher has done her observation to examine what is done before in the area of study. The researcher has gone through the local library and also search over the internet & found out related thesis; even if those which do not directly talk about the impact of COVID 19 on media business due to limited study on the area; they indirectly relate with my study topics; since they show the impacts of the pandemic on the overall economy especially on employment and private businesses. Relevant model which show the economic impact of COVID – 19 pandemic on the economy is also included in the study.

#### **2.1. Media’s role for the community**

Information is valuable resource for communities in our society. It is a important mechanism for guiding people, especially in highly complex conditions such as the one generated by the COVID-19 pandemic. In this sense, information is a tool that can help minimize uncertainty and anxiety. Conversely, it might increase panic and chaos.

Similarly, information enables us to know what is happening on around us. Furthermore, it allows us access to latests events and public affairs that may affect our daily life. Therefore, it is a key tool for the functioning of a healthy democracy. Rendering quality information to citizens lets them to form an opinion and participate politically. This is the main aim/purpose of journalism (Kovach; Rosenstiel, 2007) and one of the man elements of its conception. By providing news, journalism becomes valuable for the articulation of the public domain, which functions as an independent and intermediary system between the State and society in liberal democracies, securing the principle of general access to information for all citizens (Habermas, 2006). The news thus becomes a vital product for civic life.

As a result, news consumption is an important process to promote an informed citizenry committed to public affairs. According to Feenstra et al., (2016) how people get information concerning pertinent current events is crucial because it can have democratic consequences.

This may bring about misunderstanding between informed and misinformed citizens, creating inequalities and imbalances that impact the principle of intrinsic equality, which is a basis for democracy (Dahl, 2006).

Nevertheless, all media could not stimulate information opportunities, political interest and knowledge, and participation in civic life in the same pattern. Casero-Ripollés (2018) argue that in recent decades, with the inception and consolidation of digital technologies, the media system has performed remarkable changes. Due to this, a complex system has been occurred which is expressed by the proliferation of media channels and platforms, the multiplication of information suppliers, the abundance of communication, and the increment in competition among the different media. Consequently, a saturated news condition has been emerged where being informed is not an easy work. Increased disinformation (Bennett; Livingston, 2018), mistrust towards legacy media, political polarization, fragmentation, and the configuration of a high-choice media sphere (Van-Aelst et al., 2017) let it not easy for citizens to obtain indispensable information on public domains.

An surge in the propagation of fake news, which spreads hoaxes and falsehoods among citizens, is a serious impediment. Waisbord (2018) defines fake news as false information that astutely imitates consistent news and exploits current public views to manipulate and render society and organizations unstable, producing uncertainty and worry among various citizens. The spread of fake news has reached new heights in terms of volume and speed thanks to social media. Its rise demonstrates the breakdown of the old news order as well as the insecure state of modern public communication (Waisbord, 2018). Disaffection is linked to a reduction in trust in political groups. Furthermore, misinformation arises as a result of the public's loss of faith in traditional media. As a result, misinformation spreads widely and has a greater impact on trusting citizens. This occurrence is also linked to the growth of alternative sources of information associated to populism and the radical right, which pursue geopolitical goals and interests by using information to create instability and disharmony (Bennett; Livingston, 2018). As a result, its consequences have a negative impact on democracy.

The political information environment has been established in this changing environment. It is defined as a mediated public domain in which information flows (Esser et al., 2012). It has two dimensions: supply, which is related to the quantity and quality of public affairs news provided to citizens, and demand, which includes the public's consumption habits and attitudes toward news. These two dimensions have an impact on the information that citizens receive, their diet, and their information practices. This influences their political knowledge, opinions, political participation, and civic and electoral behavior.

Television has traditionally played an important role in the political information environment (Esser et al., 2012). This medium has been at the heart of political and cultural life in many democracies since the mid-twentieth century. The big mass media, television, has served as a social link capable of uniting the political community behind major issues of public concern with news (Wolton, 1990). The rise of digital media, on the other hand, has eroded its dominance, causing a crisis about its place and significance in the media system.

Television and the rest of the legacy media, such as print newspapers, are being impacted by this process. These media's readership, profitability, and credibility have all plummeted in recent years. Their journalistic legitimacy, defined as the right to be heard, is being called into doubt, putting their job and social importance in jeopardy (Carlson, 2017). Similarly, their power on social media discourse has dwindled, and they have been obliged to share leadership in the digital public sphere with other social actors (Casero-Ripollés, 2020). So far, all of these data have cast doubt on their hegemony.

Similarly, traditional media is losing its dominance as the primary source of public-policy information for citizens (Bennett; Pfetsch, 2018). Citizens' perceptions of current events are shifting as a result of the rise of new consuming patterns. On the one hand, more people get information to create their own opinions from sources that are related to infotainment or political satire and are not related to breaking news (Williams; Delli-Carpini, 2011). On the other hand, the number of people using social media and mobile instant messaging applications to access information is increasing (Newman et al., 2019). This necessitates significant changes in the way we gather information. The main notion is that one can stay informed through peers

and virtual networks without actively seeking information or paying attention to professional media on a regular basis, merely hoping that the news finds me (Gil de Ziga; Weeks; Ardèvol-Abreu, 2017). People who use social media to inform themselves have lesser political interest and understanding about public affairs as a result of this type of accidental consumption (Gil de Ziga; Diehl, 2019; Lee; Xenos, 2019). This demonstrates the limitations of social media in terms of fostering civic engagement and knowledge (Gil de Ziga; Huber; Strauß, 2018).

However, as the use of digital channels for information has become more widespread, a hybrid media system has emerged, in which old and new media coexist (Chadwick, 2017). They interact and interrelate in a variety of ways, sometimes in harmony and sometimes in conflict, to shape the present political information environment and the increasingly digitalized public sphere. The complementarity between traditional and digital media is enhanced by this hybridization. Instead of seeing themselves as adversaries, people see themselves as partners in the information-gathering process (Dutta-Bergman, 2004). The public's attention is drawn to substance rather than the medium. As a result, individuals employ a variety of media sites to receive the information they seek or require.

## **2.2. The impact of COVID – 19 on the economy of the world**

### **2.2.1. Pandemics in the past and their economic consequences**

Pandemics are not new, and they have occurred at various times throughout human history (Ferguson et al., 2020). While there have been many outbreaks and human tragedies, the frequency of pandemics has increased significantly since the year 2000. This is attributable, in part, to the increased occurrence of viral illness in animals (Madhav et al., 2017). Many academics, including Garrett (2007), Keogh-Brown et al. (2008), and most recently Madhav et al. (2017) and Fan et al. (2018), claim that a large-scale global pandemic was unavoidable given the increasing frequency of pandemics. COVID-19 is the most serious episode since the 1918 Spanish Influenza pandemic, according to Ferguson et al. (2020) from Imperial College London's COVID-19 Response Team. Despite the parallels, Barro (2020) believes that non-pharmaceutical treatments used during the 1918 Spanish Influenza pandemic failed to reduce

overall fatalities. This was due to the interventions not being maintained for a long enough time. He believes that school closures and limitations on public meetings lasted just 36 days on average, while quarantine/isolation lasted 18 days on average (0.05 years). When compared to the amount of days the 1918 Spanish influenza pandemic was active, these figures were insignificant. The timeline of important pandemics around the world is shown in Table 1.

Table 1: Historical timeline of major pandemics

<b>Name</b>	<b>period of time</b>	<b>Type</b>	<b>Estimated level of death toll</b>
MERS	2015-present	Coronavirus/bats and camels	850
Ebola	2014-2016	Ebolavirus/ wild animals	11,000
SARS	2002-2003	Coronavirus/bats, civets	770
Swine Flu	2009-2010	H1N1 virus/pigs	200,000
HIV/AIDS	1981-present	Virus/chimpanzees	25 - 35 million
Hong Kong Flu	1968-1970	H3N2 virus	one million
Asian Flu	1957-1958	H2N2 virus	1.1 million
Spanish Flu	1918-1919	H1N1 virus/pigs	40 - 50 million
Russian Flu	1889-1890	H2N2 (avian origin)	one million
Yellow Fever	Late 1800s	Virus/Mosquitoes	100,000 to 150,000 (US)
Third Plague	1885	Yersinia pestis bacteria/rats, fleas	12 million (China, India)
Cholera Pandemics 1-6	1817-1923	V. cholerae bacteria	one million plus
Italian Plague	1629-1631	Yersinia pestis bacteria/rats, fleas	one million

Great Plague of London	1665	Yersinia pestis bacteria/rats, fleas	100,000
New World Smallpox Outbreak	1520-onwards	Variola major virus 5	six million
Black Death	1347 to 1351	Yersinia pestis bacteria/rats, fleas	200 million
Plague of Justinian	541 to 542	Yersinia pestis bacteria/rats, fleas	30 to 50 million
Japanese smallpox epidemic	735 to 737	Variola major virus	one million
Antonine Plague	165 to 180	Either Measles or Smallpox	five million

Source: world Economic Forum/ WEF (2020)

At least in the medium term, pandemics are predicted to have a significant negative impact on economic activity. According to Jonas (2013), the impact can range from i) avoidance reactions as a result of social distancing measures to ii) social distancing measures as a result of social distancing measures (e.g., individuals might forgo consumption and purchases of certain goods and services), ii) low direct costs (e.g., hospitalization and medical costs), iii) higher indirect costs (e.g., labor loss, output loss), and iv) offsetting and cascading consequences (disruption of services, travel, and others). Several studies have attempted to predict the economic impact of a pandemic. 6 For example, Jonung and Roeger (2006) predicted that a hypothetical global pandemic would cause the European Union (EU) to see a 1.6 percent reduction in GDP due to both demand and supply-side variables. Other research compare historical data to determine the influence. For example, ‘how might the 1918 Spanish Influenza pandemic casualty statistics play out today?’ Barro et al. (2020) estimate that the 2.1 percent death rate during the Spanish Influenza pandemic in 1918-1920 would result in around 150 million deaths worldwide (relative to the world's population of 7.5 billion in 2020) during the COVID-19 pandemic, assuming all other factors remain constant. The authors also discover that a 2.1 percent death rate correlates to a 6% drop in GDP and an 8% drop in private spending on average.

To comprehend COVID-19's possible negative economic impact, it is necessary to comprehend the economic transmission channels through which the shocks will have a negative influence on the economy. There are three primary transmission channels, according to Carlsson-Szlezak et al. (2020a) and Carlsson-Szlezak et al. (2020b). The first is the direct effect, which is associated with lower consumption of goods and services. Longer pandemics and social distancing measures may erode consumer confidence by keeping people at home, apprehensive of discretionary spending, and gloomy about the economy's long-term prospects. The second is the indirect impact, which is mediated through financial market shocks and their consequences for the actual economy. Household wealth will most likely decline, savings will rise, and consumer expenditure will continue to decline. The third category is supply-side disruptions; because COVID-19 has suspended production, it will have a detrimental impact on supply chains, labor demand, and employment, resulting in extended layoffs and increased unemployment. In particular, Baldwin (2020) examines the expectation shock, which causes economic agents to adopt a “wait-and-see” approach. This, according to the author, occurs frequently in uncertain economic climates, when markets and economic transactions are less trusted. Finally, the underlying epidemiological aspects of COVID-19, consumer and corporate conduct in the face of adversity, and public policy responses influence the shock's strength.

A modern economy is a complicated web of interconnected parties: employees, enterprises, suppliers, consumers, and financial intermediaries, Gourinchas (2020, p. 33) explains the impact on the economy. Everyone is the employee, consumer, lender, and so on of someone else. A breakdown in supply chains and circular flows will have a cascade effect due to the high levels of interconnectedness and specialization of economic activity. The influence of COVID-19 on income flows in the economy is described by Baldwin (2020). First, because households are not compensated, they cut their spending and savings. Savings declines, which reduces investment and, as a result, shrinks the capital stock. 26 Second, households reduce their desire for imports, resulting in lower revenue for the rest of the world and, as a result, lower exports for the country. Third, demand/supply shocks interrupt supply chains both domestically and internationally. Fourth, all of the previous shocks and disruptions cause a

drop in output, resulting in lower utilization of the factors of production. Labor is more affected than capital in this situation, as a result of fewer working hours or layoffs, and hence lower incomes.

It's also crucial to comprehend the mechanisms that lead to economic crisis recovery. Carlsson-Szlezak et al. (2020a) use the notion of "shock geometry" to explain distinct sorts of recovery aftershocks. There are three broad economic recovery scenarios that we will discuss in ascending order of severity. The first is the most optimistic, dubbed "V-shaped," in which aggregate output is displaced and swiftly returns to pre-crisis levels. The second alternative is the 'U-shaped' path, in which output reduces rapidly but does not return to pre-crisis levels. The difference between the old and new output pathways is still significant. Third, on the very bleak 'L-shaped' path, output falls and growth rates continue to fall. The disparity between the old and new output pathways is widening. Carlsson-Szlezak et al. (2020b) note that economies have recovered in a 'V-shaped' pattern following earlier pandemics such as the 1918 Spanish influenza, the 1958 Asian influenza, the 1968 Hong Kong influenza, and the 2002 SARS outbreak. The COVID-19 economic recovery, on the other hand, is not likely to be simple. This is because the effects of social distancing measures/lockdowns on employment are projected to be significantly greater. According to Gourinchas (2020), up to 50% of the working population may be unable to find job for a short length of time. Furthermore, even if no containment efforts were taken, a recession would emerge nevertheless, spurred by the precautionary and/or panicked conduct of households and businesses faced with the uncertainty of dealing with a pandemic and an inadequate public health response (Gourinchas, 2020).

The global pandemic of the new coronavirus (COVID-19) has highlighted the importance of the environment-health-economic nexus.

As a result, the COVID-19 pandemic is a public health concern with serious health, environmental, and economic implications (Wang et al. 2020). On December 31, 2020, the World Health Organization (WHO) received the first confirmed case of the novel coronavirus, which initially presented as "pneumonia with uncertain cause" (WHO 2020b). Within a short amount of time, the outbreak, which started at a seafood market in Wuhan, China, expanded

across countries via human-to-human transmission and community spread (Sarkodie and Owusu 2020; WHO 2020c). COVID-19 was declared a global pandemic by WHO on March 11, 2020, when the infectious disease spread across 114 nations, resulting in 118,000 confirmed cases and 4291 deaths (WHO 2020e). There were 2,896,746 (377 per million people) reported cases worldwide as of April 25, 2020, with 202,846 (26 per million people) deaths, 1,993,780 (260 per million people) active cases, and 816,685 (106 per million people) recovered cases (Lauren, 2020). Among the 183 countries, the United States currently has the most confirmed cases (938,154) and deaths (53,755), followed by Spain (223,759 confirmed cases and 22,902 deaths), Italy (195,351 confirmed cases and 26,384 deaths), France (160,292 confirmed cases and 22,614 deaths), Germany (156,513 confirmed cases and 5877 deaths), and the United Kingdom (148,377 confirmed cases and 20,319 deaths) (Lauren, 2020). COVID-19 is a public health concern that poses grave threats to health, the environment, and the economy. It is the first time in history that a coronavirus has triggered a global pandemic; thus, COVID-19 is a public health concern that poses grave threats to health, the environment, and the economy.

Since 1996, the new coronavirus has sparked more global debate and pandemic worry than SARS (2002–2003), Avian flu (2003–2009), Swine flu (2009–2010), and Ebola (2014–2016). (Ahir et al. 2018). Though pandemic-related anxiety is said to be prevalent in developing countries because of their strong link to market volatility and economic instability (Ahir et al. 2018). However, according to a first-quarter assessment (Fig. 1) on COVID-19 global pandemic uncertainty<sup>1</sup>, the UK (128.36 indices) has the highest level of uncertainty among 143 countries when it comes to the COVID-19 pandemic. Switzerland (91.73), Mexico (67.56), Brazil (66.83), Nigeria (64.27), Canada (61.30), Peru (49.83), Kenya (45.06), Germany (44.91), and the United States (43.57) are among the other countries (Knoema 2020). Several precautions have been put in place to contain the spread of COVID-19 during this period of the worldwide pandemic (Gautam and Hens 2020). Quarantine, travel bans and restrictions, social distance enforcement, and lockdown—the closing of public areas and cancellation of public events—are examples of containment techniques. Environmental sustainability and economic development have been harmed as a result of the containment measures put in place to limit the health impacts of the global pandemic. While some research have reported on

COVID-19's environmental impact (Gautam and Trivedi 2020), no study has yet commented on the global pandemic's health and economic implications. As a result, we describe the advantages and disadvantages of COVID-19's environmental, health, and economic implications in various countries.

The severity of the global pandemic (COVID-19) has had an impact on global economic development, resulting in a variety of fiscal and monetary policies, as well as cross-country economic burden-sharing. Monetary stimulus (percentage of GDP), fiscal stimulus (percentage of GDP), monetary intervention to control the balance of payments (BOP) and exchange rate (percentage of GDP), policy rate cut (percentage of pre-crisis level), and total economic stimulus (percentage of GDP) are all included in the average estimate of economic policy response (Elgin et al. 2020). Social intervention programs such as social assistance, social insurance, and labor market help all used the economic response policy (Gentilini et al. 2020).

OECD countries are providing 100 percent financial support to affected local firms, 94 percent income support to self-employed people and residents who have lost their job or income, 80% financial assistance to pay rent, mortgages, or utilities, and 47 to 67 percent income support to quarantined and sick workers (OECD 2020c). In Austria, emergency funds of 38 billion Euros have been planned to cushion COVID-19-affected industries, as well as tax deferrals for both personal and corporate income taxes (IMF 2020). Aside from the stimulus package and fiscal measures, the Malaysian government announced RM 10 billion in help for small and medium-sized businesses, a 15% power discount for the tourism sector, and a 2% reduction for other users in the household, commercial, and industrial sectors (PMO 2020). In Nigeria, a credit facility worth 136 million dollars (50 billion naira) has been set up for small and medium-sized businesses (CBN 2020). The Norwegian government announced a NOK 174 billion loan program for the aviation sector, businesses, students, and vulnerable populations (OECD 2020a). 6.11 billion dollars (500 billion roubles) were planned in Russia to cushion regional budgets, businesses, and people (OECD 2020a). In the United States, a budget of 2 trillion dollars has been set aside for the coronavirus help, relief, and economic security act, along with a \$8.3 billion spending bill and another 108 billion dollar proposal (Heritage 2020; OECD 2020a). The World Bank provided Tunisia with around 13 million Euros (TND 40 million) to

aid in the fight against the global pandemic. Tunisia has obtained a 745 million dollar IMF emergency loan to help enterprises and provide enough resources for the health sector (IMF 2020). Saudi Arabia has announced a 32 million USD stimulus to help economic sectors impacted by COVID-19. The debt ceiling was raised from 30 to 50 percent of GDP, while the fiscal debt is forecast to rise from 6.4 percent to 9 percent of GDP (Gulf Today 2020). According to reports, a government's decision to implement large fiscal stimulus is based mostly on sovereign credit ratings and economic prudence in order to mitigate the deteriorating economic effects of social distancing policies aimed at reducing COVID-19 spread (Balajee et al. 2020).

### **2.3. Economic impacts of COVID – 19 in Ethiopia**

COVID-19 is a pandemic that is wreaking havoc on people's lives and livelihoods, as well as social and economic systems around the world. It is the world's worst crisis since World War II. The virus is highly contagious and has spread to every corner of the globe in a geometric progression. Young people are significantly more likely to become infected (carriers), while older people are far more likely to succumb to the disease. The first 100,000 instances took 67 days to reach, but the subsequent 100,000 cases took only 11, 4, 2, and 1 day(s) and then hours to reach globe (One UN, 2020).

Sub-Saharan Africa (SSA), particularly Ethiopia, is unlikely to be spared from the pandemic's direct and indirect consequences. While COVID-19's trajectory in the region is still in its early phases, the consequences of events elsewhere are already being felt. Ethiopia reported 135 confirmed cases and 18,754 lab tests on 4 May 2020, representing around 0.019 percent of the entire population. This clearly suggests that the number of confirmed cases may not be an accurate reflection of the underlying situation, particularly when determining the amount of community transmission (if any, at the time of writing this assessment). The enormous number of Ethiopians returning from Djibouti, Kenya, and Sudan, many of whom cross the border on foot, complicates and worsens the situation, making it impossible to monitor, trace, and assist anyone infected. The significant number of returns from Saudi Arabia and the United Arab Emirates must be added to this situation (Ibid).

The COVID-19 pandemic has triggered a global economic downturn (World Bank 2020b). The widespread fear of catching the virus, combined with strong governmental measures to stop it spreading, has wreaked havoc on people's lives. In the near future, almost all high-income countries will witness big decreases in economic output, significant increases in unemployment and government deficits, and significant downward shifts in family assessments of their financial situation (Ambrocio 2020; OECD 2020).

Most sorts of economic resources, including pensions, savings, assets, and earned income, are expected to be impacted by the COVID-19 issue, as they have been in previous economic downturns. The COVID-19 crisis will impact people nearing or in retirement especially severely, with financial effects that will last far beyond the acute slump. Older persons who have already retired may not be as financially impacted as those who are still working: while the former may face greater costs and decreased interest or dividend income, if applicable, the latter may be particularly impacted due to lost salary income. Overall, the pandemic's effects may impair the economic prospects for many older persons, particularly those with fewer resources and lower income levels, as some lose wages and others deplete savings to weather the economic downturn. (2020, Yang Li and Jan E Mutchler).

While analysts in high-income countries have access to near-real-time economic data, their counterparts in low-income countries are forced to work with much less data. In low-income nations, economic data is largely based on surveys in which enumerators visit houses, businesses, or markets to collect data on household consumption, income, profits, and pricing. COVID-19 has put an end to such in-person surveys, making it harder to assess the pandemic's economic impact. To solve this, many low-income countries' research agencies have moved to phone polls. Phone surveys can provide helpful information about the current situation, but they cannot completely replace in-person polls. The biggest drawbacks include sample bias and the fact that they can only be given to people who have a working phone. In Ethiopia, where just 40% of rural households have access to a phone, this is a big worry (Wieser et al. 2020a). Rural phone surveys are likely to miss the most disadvantaged rural households since phone-owning households are more educated, wealthier, and have better access to other amenities (Wieser et al. 2020a). Another drawback of phone surveys is the requirement to keep

conversations brief, which limits the type of information that can be gathered (Dabalen et al. 2016). Several organizations in Ethiopia have undertaken (or are planning to launch) phone surveys to acquire more information about the crisis. The World Bank is conducting large-scale phone polls with businesses (600 in Addis Ababa) and households (3,249 in Ethiopia), as well as industrial park personnel (3,200 female respondents in 2 Hawassa Industrial Park). The International Food Policy Research Institute (IFPRI) is a significant vegetable value chain with continuing phone surveys in Addis Ababa (600 homes) and areas benefiting from the Productive Safety Net Program (1,200 households) (433 farmers, 260 wholesale or retail outlets). A series of phone surveys are being conducted by the Young Lives study team to track their longitudinal sample (2,500 respondents, 19 or 25 years old). Finally, Oxford Policy Management (OPM) is conducting phone surveys in ten cities with 436 poor and vulnerable households (welfare recipients, internally displaced individuals, refugees, and small-scale business owners). The goal of this research note is to examine available Ethiopian phone survey evidence in order to construct a picture of the COVID-19 crisis' economic repercussions and to identify evidence gaps.

In Ethiopia, the Productive Safety Net Program, which operates in both urban and rural regions, has been the primary social protection reaction to COVID-19. PSNP is maintained by the Ethiopian government and is largely supported by a coalition of international organizations and development partners. It was launched in 2005 in food-insecure rural areas and in 2017 in selected urban areas. The PSNP provides monthly cash or food transfers against labor-intensive public works that build community assets. Eligible households with limited labor capacity receive unconditional cash transfers. The public works requirement has been removed as a result of the pandemic, and all beneficiaries are now receiving unconditional transfers. Beneficiaries also received three months' worth of payments in advance at the start of the pandemic (Gentilini, Almenfi, and Dale 2020). In addition to the PSNP, a number of smaller-scale initiatives to assist poor and vulnerable households have been undertaken. Food banks established up by city governments, community support, and NGO programs are among them (Abate, de Brauw, and Hirvonen 2020).

In most Ethiopian phone surveys, respondents were asked to compare their current earnings to their usual earnings at this time of year. 'Incomes were significantly lower;' 'somewhat lower;' 'same;' 'higher;' 'far higher' are examples of qualitative response alternatives. While these responses give us some insight into the direction of income changes, they are difficult to interpret in terms of the degree or severity of the income loss (De Weerd, 2008) and, as a result, to link back to poverty estimates. Aside from true disparities in household income trends, variation in responses can result from differing interpretations of the response option thresholds, such as 'much lower' versus 'somewhat lower,' or because some respondents are unwilling to answer questions about their incomes honestly. Furthermore, despite the retroactive character of this question, assumptions about future revenue sources may have influenced responses during the pandemic's widespread uncertainty. Finally, in rural regions, incomes are extremely seasonal, thus somewhat lower revenues during the slack season, when incomes are already low, may not have major welfare repercussions if households have sufficient food or cash reserves.

Despite these important constraints, nearly all phone surveys reveal widespread revenue losses.

- In the Addis Ababa survey conducted by IFPRI in early May, 58 percent of respondents said that the incomes in the past month, i.e., in April, 2020 were lower or much lower than usual (Hirvonen, Abate, et al. 2020). (Hirvonen, Abate, et al. 2020). This proportion has risen to 67 percent in early June 2020, whereas in early July (Abate et al. 2020), 64 percent of respondents said their incomes had been lower than usual in the previous month (De Brauw, Hirvonen, and Abate 2020). Poorer households (based on pre-pandemic asset levels) were much more likely to report income losses in each survey round than other households.
- Similar numbers are reported in World Bank household surveys. Since the pandemic began in March, 61 percent of urban households and 52 percent of rural households reported income losses (Wieser et al. 2020a). A month later, 49% of urban households and 44% of rural households reported income losses over the same time period (Wieser et al. 2020b). According to a sector-specific research, the pandemic had a notably negative impact on non-farm enterprises.

- Since the COVID-19 epidemic, 43% of urban respondents and 31% of rural respondents in the Young Lives sample of young adults said they had lost income or work (Young Lives 2020).

## **2.4. Epidemiological Models of Susceptible-Infected-Recovered (SIR)**

Economists and policymakers alike are grappling with two major issues: health and income. Beyond the fact that they are both essential to welfare, their mutual interaction is arguably the most intriguing. Countries with low per capita income are more prone to suffer from bad health. In the demographics, economics, and epidemiology literature, there is a strong positive association between a country's income and its health status (Soares, 2007).

For the study, the researcher used the SIR Epidemiological Model. The seminal SIR model established by Kermack et al. is a crucial tool utilized by epidemiologists (1927). There are three stages of health in these models: susceptible (S) (at risk of infection), infected (I) (and infectious), and recovered/resistant (R) (previously infected). The disease is no longer communicable in those who have died from it. These models imply that infected people interact with vulnerable people at a certain rate. Infected persons heal at a set rate and gain immunity over time. 28 As people establish 'herd immunity' to COVID-19, the susceptible population eventually declines.29 The main parameters of the SIR models are the varied rates of infection, recovery, and their associated probability.

The SIR models aid in simulating the impact of social distancing strategies on infection propagation. If only infected cases are isolated, the infection peaks in 4 months and then rapidly declines. The illness reaches a peak at the same time with social distancing measures, but the number of reported cases is much lower. There's a danger the infection will resurface if containment measures are abandoned too soon. These qualitative findings provide insight into the impact of social distance on COVID-19 transmission (Anderson et al., 2020).

In these epidemiological models, it is assumed that transitions between states of health are exogenous in terms of economic outcomes. This means that SIR models do not account for the projected drop in consumption activities or hours worked as a result of COVID-19. Because of the “lives vs. livelihood” balance that weighs strongly in any broad examination of pandemics that includes both public health and economic implications, this condition cannot be overlooked. The efficiency of that tradeoff, i.e. how to lower the rate of infections at the lowest feasible cost to economic wellbeing, is a primary emphasis of this strand of work.

Eichenbaum et al. (2020a) integrate a macroeconomic general equilibrium model with the classic SIR model to answer this question. The prevalence of infection, according to their SIR-Macro model, is determined by the degree of interaction between agents when consuming and working, as well as the random chance of getting the virus. As a result, the sensitive population can reduce their risk of infection by limiting their consumption and labor supply (outside of their residences). Eichenbaum et al. (2020a) report that aggregate consumption declined by 9.3 percent during 32 weeks based on their assumptions and calibration procedures. Labor supply, or hours worked, on the other hand, followed a U-shaped pattern, peaking at 8.25 percent in the 32nd week after the pandemic began. Long-run decreases in hours worked, on the other hand, are lower because a bigger proportion of the population lives and returns to work than in the counterfactual.

While the SIR-Macro model ignores real-world issues like bankruptcy costs, mass hysteria, and the loss of effective labor supply, as well as dynamics found in other models like consumption uncertainty and price rigidities (which would cause consumption and hours worked to fall even more), certain caveats have been addressed in the literature, including incomplete information, Externalities and risks of infection in different subpopulations These are described in more detail below.

Infected populations may be asymptomatic, causing infection to spread unintentionally. To account for this imperfect information, Berger et al. (2020) propose a Susceptible-Exposed-Infectious-Recovered (SEIR) model based on Kermack et al. (1927). They propose that vulnerable populations be subjected to further testing in order to identify infected-

asymptomatic patients who should be quarantined. When compared to the normal uniform quarantine policy, the authors find that the tailored quarantine policy has a reduced negative impact on the economy. Similarly, Eichenbaum et al. (2020b) argue that 'smart containment' measures, which combine testing and quarantining of affected people, would improve the balance between economic activity and public health.

Eichenbaum et al. (2020a) concentrate on the problem of infectious externality. They point out that the competitive equilibrium isn't Pareto optimal since agents aren't thinking about how their actions affect the infection and mortality rates of other economic agents. The authors argue that the best way to internalize the externality is to tighten containment measures over time in proportion to the spread of infection. If a strong containment policy is implemented from the start, the economy will suffer significantly more. Bethune and Korinek (2020) take a more formal approach to the infectious externality. The authors use a decentralized and then a social planners' method to build Susceptible-Infected-Susceptible (SIS) and SIR models to assess infection externalities. In a decentralized method, the authors discover that infected individuals continue to engage in economic activities in order to maximize their utility. Susceptible agents, on the other hand, limit their activity to reduce the danger of infection. As a result of their failure to internalize the impact of their actions on the overall infection risk, afflicted persons fail to engage in proper social distancing. The results show that the infection lasts longer than two years, based on the model assumptions and calibration for the US economy. In the social planner technique, on the other hand, the planner forcibly lowers the activity of infected agents in order to reduce the risks to susceptible agents and, finally, to zero infections. Furthermore, the authors estimate that the marginal cost of further infection in the decentralized strategy is \$80,000, but in the social planner's approach it is \$286,000. (nominal 2020 dollars). This demonstrates that private agents undervalue the externality's cost, and that the social planner's approach to diseased population containment is Pareto efficient when compared to a uniform containment strategy.

Risk heterogeneity among subpopulations is introduced by Acemoglu et al. (2020). Infection, morbidity, and death rates vary by sub-population (young, middle-aged, and elderly), as do levels of interaction with others. These circumstances necessitate the use of specific quarantine

measures. This is because, as compared to uniform lockdown measures for all age groups, differential lockdown between different risk groups (aggressive lockdown of older groups compared to younger groups) might minimize the number of lives lost and negative economic outcomes to a larger extent. According to the authors, a 434-day uniform lockdown results in 1.8 percent of the population being killed, with economic consequences of around 24.3 percent of yearly GDP. A 230-day targeted lockdown, on the other hand, reduces mortality to 1% of the population and cuts the economic cost to 10% of yearly GDP. Similarly, Aum et al. (2020b) show that intensive testing and contact tracing can effectively regulate the virus's development in South Korea and the United Kingdom, lowering both economic and health costs.

Whether differing containment/social distancing methods across industries and occupations can help to lessen the number of lives lost and the severity of the economic slump is an intriguing subject. Bodenstein et al. (2020) and Krueger et al. (2020) use their adaptations of the SIR-Macro model to focus on this feature.

Bodenstein et al. (2020) take a supply-side approach, focusing on how the pandemic would affect the areas of the economy that provide vital inputs. The authors create an integrated framework by integrating a basic SIR model with a macroeconomic model involving two groups of a heterogeneous population. The shift in labor supply is the transmission mechanism between epidemiological and economic variables, i.e. infected persons are unable to engage in the workforce, which is a direct cost of the disease. The economy is organized into two groups: "core" and "non-core" sectors, with a limited degree of output substitutability between them. Raw and intermediate inputs are produced by the former, while final-stage outputs are produced by the latter. The indirect cost arises from the fact that the slowdown or closure of core businesses will have an impact on non-core industries via input-output linkages, or what is commonly referred to in the media as supply chains. The social distancing measures serve to reduce fatalities and morbidity, hence reducing the labor supply shortage. In this two-sector economic model, the absence of social distancing results in a negative 40% deviation from the steady-state in production. With the implementation of social separation, this shrinkage diminishes to a negative 20% departure from the steady-state. "All else being equal, a 24 lower infection peak protects the core sector better, resulting in economic gains," it seems intuitive

(while reducing the strain on the national health care systems). However, these improvements now imply some economic losses due to labor supply reductions and some economic gains due to smoothing out the infection peak.” (Bodenstein et al., p. 23 in Bodenstein et al., 2020).

Krueger et al. (2020) introduce a multi-sector economy with various degrees of elasticity of substitution of consumption across goods to address heterogeneity between sectors. Sectors differ in this example based on the riskiness of using their different services. In the case of an outbreak, susceptible households replace consumption from the high-infection sector with consumption from the low-infection sector, according to their model. This re-allocation of spending patterns helps to maintain a relatively stable consumption path and reduces the risk of infection from participating in high-infection activities as a supplier or a consumer. If all other factors are equal, the authors believe that this "reallocation" of economic activity will help lower the number of illnesses, or flatten the curve.

Other academics are attempting to model economic agents' endogenous responses as well as the time-varying character of infection risks. Quaas (2020) and Dasaratha (2020) propose theoretical behavioral reactions to a variety of policy or infection-level changes. Alfaro et al. (2020) adapt existing SIR models to account for optimal social interaction decisions based on infection risks. In most SIR models, infection rates are assumed to be exogenous. They discover that preference qualities like patience, benevolence, and reciprocity play major roles in lowering infection externalities after accounting for variation in preferences. A strategy that blends strong social distance regulations with social preferences is projected to reduce economic and public-health costs.

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The primary goal of this research is to evaluate and explore the impact of the COVID – 19 pandemic on the broadcast media industry, notably Fana Broadcast Corporate and Ahadu Radio. Fana Broadcasting Corporate reaches a wide audience across Ethiopia and is among the earliest media with vast coverage in the country. Moreover, Ahadu Radio 94.3 FM is licensed in 2016 as a commercial radio station in Addis Ababa with the expectation of rapid expansion in the new radio Station platform and programs to introduce its new Services. Both are commercial media playing their own role in the socio – economic as well as political affairs unfolding in Ethiopia. The goal of this chapter is to explain the data collection and analysis process.

The study used a qualitative research method to achieve its goals. The qualitative technique is used to take a detailed and critical look at the impact of the COVID – 19 pandemic on the Ethiopian broadcasting media business, notably Fana Broadcasting Corporate and Ahadu radio, in order to provide a complete image of the desired goal. The phrase qualitative method refers to a research methodology that promotes systematic data analysis within a specified investigation/program of inquiry. The data obtained through focus group discussions, in-depth interviews, and documentation from Fana Broadcasting Corporate and Ahadu radio were analyzed using this system/method of inquiry.

#### **3.2 Research Design**

The research design is the overall approach that the researcher adopts to integrate different aspects of the study in a logical and coherent manner, ensuring that it effectively addresses the research questions; it is the blueprint for data collecting, measurement, and analysis. To examine the influence of the COVID – 19 pandemic on broadcast media, a qualitative research method was used.

### **3.3. Research Approach**

In this study, the researcher employed a qualitative research method to ensuring that the study attained its objectives. As a result, the researcher was able to expand on the qualitative data in order to investigate the influence of the COVID – 19 pandemic on the media industry, particularly Fana Broadcasting Corporate and Ahadu Radio.

The study utilized the approach described above to achieve its goals. Kruger (2004) notes the advantages of qualitative research over quantitative research, saying that it appears logical to propose that reading a descriptive paragraph may provide a greater insight of community members' position than simply glancing at demographic numbers. Accordingly, the researcher has employed a qualitative technique/method while studying documents that illustrate the loss of income in Ahadu radio owing to the COVID -19 epidemic.

### **3.4. Subject of the study/population**

The study examines the effects of the COVID-19 pandemic on the electronic media industry. Because electronic media play such an important part in a country's socioeconomic situation, it is critical to investigate the pandemic's impact on the electronic media industry. In this study, Fana Broadcasting Corporation and Ahadu Radio are two of the electronic media that were investigated in relation to the present COVID – 19 pandemics. As a result, the personnel of Fana Broadcasting Corporate and Ahadu Radio are the target group for this study.

### **3.5. Sampling**

The importance of electronic media in raising broad awareness in our community is critical. Fana Broadcasting Corporate and Ahadu Radio are two electronic media companies that were investigated in this study to see how the COVID – 19 pandemic affected their respective businesses.

A sample is a subset of a population that is assumed to be representative of the whole (Patton, 2002). Sampling can occur at numerous stages in qualitative research, including data collection, interpretation, and reporting. Purposive or strategic sampling is the most important

sampling strategy for gathering relevant information (Hancock, Windridge, and Ockleford, 2007:21).

In terms of sampling, this study used purposive sampling, a type of non-probability selection commonly used to pick respondents and participants for focus group discussions.

According to Milles and Haberman (1944), sampling strategy allows for the selection of respondents whose qualities or experience enable them to comprehend the phenomena in question and are thus valuable. Purposive sampling's strength is based on this (1944:224). Purposive sampling, according to Morse (1994:228), aids in the identification of interviewees who have relevant knowledge and experience, are capable of reflection, are articulate, have time to be interviewed, and are eager to participate in the research/ inquiry.

Because of the nature of this study, the researcher has chosen non-probability sampling, specifically purposive sampling, which entails selecting instances depending on the researcher's assessment of which will be the most valuable (Bloor and wood, 2006).

The researcher chose the sample procedures for this study after considering the nature of the inquiry and other relevant considerations. The marketing unit employees of Fana Broadcasting Corporate and Ahadu radio were chosen as a sample from among the various divisions of the organizations using the purposive sampling approach, as they knew and had extensive knowledge of the topic and felt related to it. In addition, those with direct knowledge of the problem that the researcher was seeking, such as operation department directors and some journalists working in both media, were included in the sampling. A total of 24 individuals (12 from each) have been selected from both media organizations as a sample using purposive sampling method who new and felt connected to the required goal of the study.

### **3.6. Data Collection Tools**

To collect the necessary data, the researcher employed qualitative data collection instruments. In-depth interviews, Focus Group discussions, and document review were used to gather the necessary information.

As Rees (1967) points out, Qualitative research entails asking broad questions about human experiences and realities and studying them via long-term interactions with individuals in their natural settings, resulting in a wealth of descriptive data that helps us understand their feelings and attitudes. In qualitative research, focus groups and individual in-depth interviews are commonly used. This allows a researcher to elicit more information and assures that participants are comprehending and responding to questions correctly. According to Rees (1997), qualitative research aims to learn about people's feelings, knowledge, consciousness, and experiences from their own perspective rather than the researcher's (1997).

#### **3.6.1. In-depth interview**

The qualitative interview allows both the interviewer and the interviewee to go over the issues in greater depth. Qualitative research interviews, according to Kvale (1996), are attempts to understand the world from the subjects' perspective, to unravel the significance of people's experiences, and to expose their lived reality before scientific explanations. The method allows the researcher to have a conversation with the respondent, who serves as the measuring instrument (1996). The interview is one of the qualitative data gathering methods utilized by the researchers during their research. A skilled interviewer must be able to put an interviewee at ease, have excellent listening skills, and be able to manage the interview environment in order to obtain data that accurately reflects the interviewee's thoughts and feelings about the chosen issue (Hancock, Windridge and Ockleford 2007). The openness of a qualitative interview is one of its main advantages. Apart from a few conventional options, the researcher has a wide range of options thanks to the openness and lack of a set of norms. In comparison to established social science approaches, these opportunities require additional skills, knowledge, and intuition from the interviewer (Kvale, 1996; Seidman, 1998). The qualitative interview, according to Taylor and Bogadan (1984), is a series of face-to-face meetings

between the researcher and informants about their lives, experiences, or events as described in their own words.

Wisker (2001) states that using interviews to acquire information based on emotions, feelings, experiences, sensitive topics, and privileged insights and experiences is extremely desired. In order to obtain additional information to support the data gathered through document review, in - depth interviews were undertaken. In this regard, prominent informants/participants from both Fana Broadcasting Corporate and Ahadu Radio were purposefully chosen. To examine the overall impacts of the COVID – 19 pandemic on the media's business, five journalists and two operation heads from each company were interviewed. Ten questions were posed to get their take on the pandemic and its implications for the media industry. The in-depth interview took place inside both organizations' grounds, and all interviewees were communicated in Amharic language.

### **3.6.2. Focus Group Discussion**

A focus group discussion is a qualitative method in which a small group of respondents discuss selected subjects for one to two hours in a group setting. A moderator steers the conversation toward important topics in a non-directive manner, preventing participants from asking leading questions or making other mistakes that could jeopardize the study's goal. Focus groups can be used in media studies to assess how a group reacts to different media styles and content (Gunter 2000). This can be a useful tool for assessing the impact of the COVID – 19 pandemic on Fana Broadcasting's corporate and Ahadu Radio meida operations.

Both focus group discussions included a total of 12 people. Six people were in each focus group during the conversation. The first group consisted of employees from Fana Broadcasting's corporate marketing department who were well-versed in the subject. The other members of the group discussion were Ahadu Radio employees who worked in a similar field to Fana Broadcasting Corporate.

All of the negotiations took place with the approval and guidance of the heads of both media companies. Both the Fana Broadcasting Corporate and the Ahadu radio compounds hosted focus groups. Focus group discussion was used to collect data, which was supplemented by in-depth individual interviews and document review.

### **3.6.3. Document review**

The researcher intended to examine the revenue of Ahadu Radio for the ten months preceding and following the confirmation of the COVID – 19 pandemic. That is, a comparison of profit differences in the organization for ten months prior to 13 March 2020 (the first case of COVID – 19 confirmed in Ethiopia) and ten months following that month to see if there is any impact of the COVID – 19 pandemic before and after exposure to the COVID 19 pandemic. The researcher has been examined the financial documents of Ahadu Radio, which is relevant to this investigation, to determine the impact of the pandemic on the stated broadcast media (Ahadu Radio) business. The document acquired by the researcher is a financial one which show the impact of COVID – 19 pandemic on the business of Ahadu Radio.

### **3.7. Data Analysis**

Qualitative data was acquired using open-ended questions (interviews) and group discussion and was organized, classified, and presented in narratives before being thematically analyzed. Furthermore, limited raw data acquired from Ahadu radio was evaluated and presented in table form utilizing descriptive statistics such as percentages.

### **3.8. Ethical Considerations of the study**

The researcher employed the following strategies to collect data in order to lessen the respondents' concern. The official letter from Addis Ababa University's School of Journalism and Communication has been shown to the relevant directors of Fana Broadcasting Corporate and Ahadu Radio. The responders were assured that the data would be kept confidential after seeing the letter from the university and with the support of the directors, as well as the commitment mentioned in the interview questions. That is, they were promised that any information gathered through interviews, document analysis, or group analysis would never be used for anything other than scholarly purposes.

## **CHAPTER FOUR**

### **4.DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **4.1. Introduction**

The main objective of this study is to assess the impact of COVID – 19 pandemic on the broadcasting media business specifically on Fana Broadcasting Corporate and Ahadu radio. Four main research questions are raised and the qualitative research method is used as the main tool to comprehend the required objective. Document analysis on the financial account is made on Ahadu radio to access the income effect of COVID - 19 pandemic on the organization. Twelve (12) persons from the operation, marketing, and news departments are interviewed in both Fana Broadcasting Corporate and Ahadu radio. Similarly, twelve persons, six from each organization, are participated in the focus group discussion. The researcher is not able to get the full financial account of both organizations which shows a ten-month profit level before and after the confirmation of the first case of the pandemic in Ethiopia. This data would have been crucial to analyze the income effect of the pandemic before and after its confirmation. But the limited level of data that shows the financial transaction in connection to the spread of the pandemic is obtained from Ahadu radio.

Hence the findings of the investigation are correlated, tabulated, presented, analyzed, and discussed as follows.

## 4.2. Document review of Ahadu radio

The following table depicts the awareness creation advertisement expenses Ahadu radio incurred (made for free) due to the spread of the pandemic.

No.	Name of the organization which made advertisement for free in connection to the spread of the pandemic	Advertisement expense in terms of money	Percentage of the expense from the total cost of the advertisement
1.	Ahadu radio	Birr 9,900,000	37.5%
2.	Awareness creation program on COVID -19 pandemic made by British broadcasting corporation (BBC) in collaboration with Ahadu radio and television	Birr 5,280,000	20%
3.	Awareness creation program on COVID – 19 pandemic made by united nations children’s emergency fund (UNICEF)	Birr 1,200,960	4.6%
4.	Awareness creation program on COVID -19 pandemic made by world health organization( WHO)	Birr 2,398,000	9%
5.	Awareness creation program on COVID -19 pandemic made by WHO (focusing on sport)	Birr 1,980,000	7.5%

6.	Awareness creation program on COVID -19 pandemic made by national blood bank service	Birr 1,633,000	6.2%
7.	Awareness creation program on COVID -19 pandemic made by Ethiopian Red-cross society	Birr 1,100,000	4.1%
8.	Awareness creation program on COVID -19 pandemic made by Ethiopian black lion hospital	Birr 247,500	0.9%
9.	Awareness creation program on COVID 19 pandemic made by ministry of peace	Birr 247,500	0.9%
10.	Awareness creation program on COVID -19 pandemic made by ministry of health	Birr 1,100,000	4.1%
11.	Awareness creation program on COVID -19 pandemic made by art and media society	Birr 1,280,000	4.8%
<b>Total promotional expense due to the pandemic</b>		<b>Birr 26,366,960</b>	<b>100%</b>

**Table 2: shows income effects of COVID -19 pandemic on Ahadu radio broadcast media**

The table presented above shows the negative income effect of COVID 19 pandemic after its confirmation in Ethiopia. The table represents the name of the organization which made awareness creation advertisements for free in connection to the spread of the pandemic,

Promotional expense incurred in terms of money and the total amount of money Ahadu radio broadcast media lost due to COVID -19 pandemic confirmation and spread in Ethiopia.

Accordingly, different international and national organizations including ministries made free advertisements on Ahadu radio concerning the spread of the pandemic within the period of this study. BBC, UNICEF, and WHO are among the international organizations which run free advertisements on Ahadu radio. Similarly, the National blood bank, Ethiopian Red-cross society, black lion hospital, ministry of peace, and ministry of health are also the national ones that made awareness creation advertisements on the stated media for free. Such expenses cost the organization millions of birrs. Ahadu radio has aired advertisements in connection to awareness creation programs about the pandemics which amount birr nine million nine hundred thousand (9,900,000) concerning the pandemic. In the same manner, BBC in collaboration with Ahadu radio has made free advertisement which cost birr five million two hundred eighty thousand (5,280,000) for the organization. Awareness creation program on COVID – 19 pandemic prepared by UNICEF and WHO cost the organization birr one million two hundred thousand nine hundred sixty (1,200,960) and two million three hundred ninety-eight thousand (2,398,000) respectively.

Similarly, Ahadu radio incurred a cost which amounts to birr five million six hundred eight thousand (5,608,000) for the promotions it aired on its media. The awareness creation programs were organized/prepared by the National blood bank, Ethiopian Red-cross society, Black lion hospital, ministry of peace, and ministry of health, and the content of the programs was focused on the spread of COVID – 19 pandemic in Ethiopia and the mechanisms of its mitigation.

In terms of percentage expenses, Ahadu radio aired the highest level of free advertisement amounting to 37.5% (birr 9,900,000) of the total cost followed by British broadcasting corporation (BBC) 20% (5,280,000), world health organization (WHO) 16.5% (4,378,000) and national blood bank service 6.2% (1,633,000).

Generally, Ahadu radio incurred total advertisement cost amounting to Birr twenty-six million three hundred sixty-six thousand four hundred (26,366,960) due to the confirmation and spread of the pandemic in Ethiopia.

The data, which was obtained from the marketing department of Ahadu radio, shows the spread of the pandemic negatively impacted the business performance of the stated broadcast media in terms of its income.

### **4.3. Analysis of focus group discussion of marketing department employees**

The participants of the focus group discussion share their ideas on how they consider/assess COVID – 19 pandemic and its impacts. In this section, the impacts of COVID - 19 pandemic on the broadcast media business specifically on Ahadu Radio and Fana Broadcasting Corporate are presented. It looks into the marketing department participants of the organizations and their assessment of the pandemic mainly its impact on the business performance of the media under consideration. Since the marketing department employees work in a similar broadcast media business, the researcher organized similar FGD questions but in different groups. FGD – 1 is the code given for those who participate in Fana Broadcasting Corporate whereas FGD – 2 is the code given for those who were in Ahadu radio discussion. The discussion starts by asking the participants know-how about the COVID pandemic and its impacts on the broadcast media business. Participants in the focus group discussion were given numbers 1- 6 in each group to serve as a name.

Concerning the question raised what do they know regarding COVID – 19 pandemic and its impact on the broadcast media business most of the participants said that they do have detail know-how/knowledge about the pandemic since it is an existential threat to their life. Moreover, as members of the media community, they were in a frontline which helped them understand well about it more than others else. Regarding the impact of the pandemic on the broadcast media business, almost all responded that the pandemic adversely affected the business performance of the media.

### *FGD 1*

*COVID – 19 pandemic negatively impacted the business performance of broadcast media. The pandemic initially discourages marketing and sales formulas where face-to-face discussions created a state of fear among the community especially in the first six months of its confirmation in Ethiopia. We were not able to get pertinent representatives of business organizations since some decision-makers were out of work due to the spread of the pandemic. Even some business institutions prohibited entry into the organization other than their employees and that we were compelled to leave our marketing documents at the gates which created time delay and communication gap with pertinent decision-makers. Not only this, there was a mismatch of information between our ideas and the way the chiefs of organizations get (understand) through their representatives at the gates (some information was wrongly relayed to heads of respective business institutions). Such a communication gap created distance between marketing experts and customers and then a shortage of promotion on media business became imminent.*

### *FGD 2*

*There were sudden and massive movement restrictions especially in the first two months of its confirmation (COVID - 19). Fear of disease risk let marketing employees stay at home which in return created promotional works to decrease. Though our broadcast media was not permanently or temporarily laid-off employees, it was severely impacted by the pandemic in terms of its income level. Partners and permanent business customers were cut their promotion due to shortage of production and limited level of raw materials/inputs which they import from abroad. Regardless of its amount, health organizations like the Ethiopian public health institute (EPHI), which was giving promotional privileges to government media, played a constructive role in terms of promoting its programs in private media. In our case, EPHI gave us more than 60,000 promotional work in connection to the spread of the pandemic.*

### *FGD 1*

*Initially, the news regarding COVID – 19 pandemic was extremely exaggerated and hindered the motivation of people. As a result, most business organizations were almost closed to contain the spread of the pandemic. Relatively, banks were performing their business well and they were to some extent resumed their communication with the broadcast business. Whereas most businesses decreased their import and export level, flights from and to Ethiopia were canceled and this created profit losses in the organizations. Some institutions automatically terminated their promotional agreements, others requested broadcast media organizations to decrease advertisement fees which were unimaginable before the outbreak of the pandemic. Since the income level of business organizations is directly proportional to that of broadcast media such an event adversely affected the performance of the media.*

### *FGD 2*

*I was not able to go and communicate with our customers due to the psychological impact of the pandemic. Only I limited to serve who came to our office by their means which is contrary to the virtue of the marketing profession. Moreover, I was supposed to expect permanent customers who do not cut their agreement with us. But, before the COVID -19 pandemic I used to reach targets in their places and convince them to become our customers.*

Regarding the point raised how the measures taken by the government as a declaration of the state of emergency affected the business performance of Ahadu Radio and Fana Broadcasting Corporate business performance all mentioned that the restriction following the declaration negatively impacted the revenue level of the media.

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### *FGD 2*

*We were working by shift. Most of the time I was in my home and delivering assignments from there. Working from home decreased work efficiency because materials were not available when compared to working at the office.*

### *FGD 1*

*Programs that were disseminated to companies before the state of emergency to maximize promotional income were prohibited from transmission since they were not in line with the regulations of the state of emergency. Postponement of such programs from transmission on scheduled time gravely affected the revenue of the media since the income of the media depends on selling programs to customers and generating advertisement income in return. The main program which was not suspended was News. But, the marketing department officers could not sell News to bring income.*

### *FGD 2*

*Technologies like zoom, skype, telegram, Email ..... became instruments to communicate with concerned bodies to promote the interest of the media business. However, imagine how can we convince the customer to work with us in such a manner. And also I was not familiar with the technologies before the outbreak of the pandemic.*

### *FGD 1*

*Though the declared state of emergency was important to curb the ongoing spread of the pandemic, transportation access became problematic to marketers to accomplish their work timely. Even the Addis Ababa light railway was prohibited not to carry passengers greater than 25 % of the number of passengers it used to serve previously. Taxis and inter-city transport service providers were serving below their capacity which limited the activity of the business.*

### *FGD 2*

*Customers like Washington hospital were terminated the advertisement agreement which was made (dealt) before the pandemic. Following the outbreak of the pandemic in Washington, the hospital specializes in COVID – 19 Testing activity which increased the demand of its customers. So, there was no reason for the hospital to allocate unnecessary costs since it was in a good position/performance without advertisement.*

The next question forwarded to the participants of the discussion was whether the spread of the pandemic impacted the activities of the marketing department which were the backbone of the media organizations in terms of generating income. Most of the participants in the discussions responded that their department activities adversely affected due to the movement limitations in their target areas, fear to discuss s usual mainly in the first three months of the pandemic, and negative responses from business organizations when they are asked to live up their promises concerning promotion fees.

*FGD 1*

*The time was toughest that we were in a state of fear to discuss together our organization since the media were broadcasting news focusing on the negative effects of the pandemic instead of engaging the wider public to remain informed and calm.*

*FGD 2*

*Business organizations were not willing to fulfill their duty in terms of paying for advertising saying that they were in buncrapcy following the outbreak of the pandemic. Such conditions limited the revenue collection ability of officers.*

*FGD 2*

*Movement in Hotels, restaurants, and cafes was not like before the outbreak of the pandemic. Since we meet customers in such areas, the restrictions limited our free movement and waste our time to meet them as per our schedule.*

Concerning the point on business performance of Fana Broadcasting Corporate and Ahadu radio before and while the exposure of the pandemics almost all responded that the impact of the COVID – 19 was severe in the broadcast media business. The mechanisms to mitigate the pandemic were by default against the principles of media organizations which let them attract business. For example, according to the participants, meeting programs, concerts, events..... were the source of income for media before the pandemic however due to the nature of the pandemic such events discouraged their activity and they cut/suspend promotion on media. Even their communication with the media was halted.

### *FGD 1*

*Major companies, entertainment areas like a night club, cinemas, theatres, or any such places where a large number of people is assembling were not in a good position to discharge their activity. Such obstacles created a barrier between our broadcast media organization and the above-stated business institutions.*

### *FGD 2*

*Unless companies are not able to produce goods and services effectively it is hard for the media business to survive, too. The major source of income in the media business is working in tandem with the organizations and bringing advertisement income in return. Let alone working at full capacity business organizations were not to import and export materials, shortage of foreign currency created and then they were in a position to decrease employees or to cease production. Even, some business organizations refused to pay back their duty which was dealt with before the outbreak of the pandemic.*

### *FGD 1*

*Tourism service was among the major source of income for media. But following the outbreak of the pandemic international media were busy covering the impact of the pandemic and that international and national flights were suspended to large extent, tourists were not willing and allowed to travel between countries due to the restrictions such event gravely impacted our business more than ever, though a single employee was not laid off.*

As observed from the above discussions the employees of the marketing department of Fana Broadcasting Corporate and Ahadu radio were at the frontline of fighting the sustainability of their respective broadcast media business. Most of the participants in the focus group discussion in both groups argue that the news which was broadcasted in connection to the pandemic was creating fear in the community instead of focusing on awareness creation and precautionary measures. The impact created on the main source of income to broadcast media like Fana and Ahadu radio was severe. Especially the restrictions following the declaration of a state of emergency brought major hardship to the activity of marketing experts in terms of

psychological pain, transport shortage prevailed, working in an office was limited due to fear of the pandemic, working by shift hindered the efficiency of their work.

The communication gap between decision-makers in business organizations and marketing employees was also the major factor that negatively affected the broadcast media business. Since some pertinent decision-makers of companies were working by shift, lack of ease of access (accessibility) with them created a communication gap, and decisions were not taking place on the time scheduled.

According to the discussion, the business performance of Fana Broadcasting Corporate and Ahadu radio before and while the exposure of the COVID – 19 pandemics was quite different. The pandemic negatively affected the revenue of the broadcast media mainly following the declaration of the state of emergency by the government which prohibited major activities. Even some companies reached a position unable to pay pre-agreed on advertisement payment to the media. some Programs/advertisements were aired for free which was rare before the outbreak of the pandemics. Suspending or decreasing production in companies following the pandemic was by default decreasing performance of both broadcast media and then the negative impact on their economy.

#### **4.4. Analysis of interview with operation heads and journalists of Fana Broadcasting Corporate and Ahadu radio**

Operation heads and journalists are among the main actors of a given broadcast media organization which play an indispensable role in the sustainability of broadcast media organization. Moreover, they do have access to understand the business impact on their institution whenever calamities like the outbreak of COVID – 19 pandemics happen. In this respect, the researcher has interviewed one operation head from Fana Broadcasting Corporate and also an additional operation head from Ahadu radio to assess the impact of the pandemic on the stated media.

As journalists are also key factors in the media sector their input concerning the impact of the pandemic on broadcast media business was essential. As a result, a total of twelve individuals (ten journalists - five from Fana Broadcasting Corporate and five from Ahadu radio, and additional two operation heads , one from each) were interviewed for the study. The names of the interviewees have been canceled for the sake of confidentiality.

To make clear from which broadcast media organization are the responses forwarded, the topics are arranged as follows.

#### **4.4.1. Fana Broadcasting Corporate**

The researcher has been employed an interview and the respondents have been asked to explain their understanding of the spread of COVID – 19 pandemics and its impact on the broadcast media business. Accordingly, they are all informed and aware about it, and that they are in a position to explain the effects of COVID – 19 on the broadcast media business. Most of the respondents responded that the pandemics negatively impacted the performance of broadcast media. Whereas some explained that the pandemic had no negative effect on the media organization. Most of the respondents raised that the pandemics created uncertainty in the overall business areas. Since all businesses are interconnected the failure in a given company was a loss to the media community and its organization, too. In the same manner, the respondents elaborated the social fear which was prevailed as a country was precarious to the business. Some responded that the pandemic had not as such negatively impacted the broadcast business since advertisements were running as usual in the media.

##### *Respondent 1*

*Our business has more than one thousand employees. The months from march – June/ 2019 were precarious to our business. We lost approximately 80-million-birr income due to the outbreak and spread of the pandemic. The holidays like Easter were the main sources of income to the broadcast media sector. However, let alone demand additional advertisements programs for their products customers (business sectors) were asking for free advertisements for their product since they were too in tough condition. However, regardless of the hardship our business organization never laid off a single employee.*

*Respondent 2*

*Fana Broadcasting Corporate is influential and powerful full media. It had good advertisement income before the outbreak of COVID- 19 pandemics. Even while the exposure of the pandemic had some advertisement incomes mainly which relate to the health facilities and testing programs. So, due to influence in the media sector, it was not as such harmed by the pandemics.*

*Respondent 3*

*While the community is in a state of fear how could we advertise our products was the main response when we try to attract customers to our business. The situation was extraordinary to us and that created confusion in terms of generating an additional source of income other than depending only on promotional revenue. We were almost transmitting live programs and music which could not generate an income to the media sector.*

Concerning the question raised whether the outbreak of the pandemic created an impact on the performance of their profession most of the respondents argue that it didn't as such impacted their activity. They responded its benefit outweighs its cost since their workload was minimized, they got relief and were at rest which was not familiar before the outbreak of the pandemic. Some responded their profession was at risk where programs were not available and they were caring about their health condition.

*Respondent 5*

*I got relief more than ever. Before the pandemic was confirmed and outbreak in the country, I was busy and overloaded. Following the flare-up of pandemics the government imposed major restriction measures. Those measures let me get rest and work burdens were automatically reduced. Works were done by shift.*

*Respondent 1*

*I was in a state of depreciation due to the news which was streamed internationally and nationwide. I was not caring about my profession but my health.*

#### **4.4.2. Ahadu radio**

The interviewees have been asked to elaborate whether they had detail knowledge about the outbreak of the pandemic and its impact on the business performance of their organization. All assured to the researcher they are aware and conscious about it.

Regarding the impact of COVID – 19 pandemics on the business performance of Ahadu radio all responded that the pandemics adversely affected the revenue bases of their organization in terms of undermining the working morale of employees, creating social and economic hardship in the media, the main source of income for the media was hard hit by consecutive impositions of restrictions. They also mentioned that the government was giving the privilege of advertisements to government media which permanently affect private media.

##### *Respondent 1*

*some employees were working by a shift to reduce the number of people in the office and then mitigate the level of transmission of COVID – 19 pandemics. The state of affairs in the country was inconvenient to the business activity of the media sector. Schools, colleges, and other organizations which were the main factors in terms of motivating the media business were hard-hit. Such scenarios limited our activity and the business performance of Ahadu radio was severely impacted.*

##### *Respondent 2*

*We were not inviting guests to our studio due to the fear the pandemic created. Since marketing department officers work in tandem with us, the shortage of relevant programs that could be brought business to the media automatically halted. Almost the income of the Ahadu was stagnant mainly in the first months of the outbreak of the pandemics.*

Regarding the declaration of the state of emergency by the government and its impact on the income level of the organization all responded it negatively impacted the performance of Ahadu radio since communication gaps gravely affected the works of the sector. According to the respondents, all the restrictions were against the activities of journalists, producing programs using telephone calls was unimaginable economically.

AS can be shown from the above discussions almost all interviewees argue that the exposure of COVID – 19 pandemics was quite severe in terms of the impact it created on the business performance of their media organization. Ahadu Radio and Fana Broadcasting Corporate, as broadcast media organizations, the state of emergency enacted by the government negatively affected their business level.

# CHAPTER FIVE

## 5.CONCLUSION AND RECOMMENDATION

### 5.1. Introduction

The study's major goal was to determine the influence of the COVID – 19 pandemic on the broadcast media industry, specifically in the Ahadu Radio and Fana Broadcast Corporations. To complete the process, three research questions were created, and qualitative research approach/method was applied to understand the desired goal. Purposive sampling was used, and data was collected through document review, focus group discussions, and in-depth interviews. The data gathered through document review was assessed in percentages, whereas the data gathered through focus groups and in–depth interviews was studied thematically.

### 5.2. conclusion

The key findings of the research into the influence of the COVID – 19 pandemic on the broadcast media business in the case of Ahadu Radio and Fana Broadcasting Corporate are presented in this chapter.

By conducting focus group talks with marketing department employees of both firms who were on the front lines of fighting the commercial impact of the COVID -19 pandemic on their institution, a qualitative research approach was used to study their understanding. According to most of the participants of focus group discussion in both organizations, confirmation, and spread of COVID 19 pandemic severely affected the business performance of their broadcast media. The state of fear dominated the working environment, communication between marketing department employees of Ahadu Radio and Fana Broadcasting Corporate and pertinent decision-makers in large business organizations (source of revenue to media) almost halted, transport system became hindrance factor to accomplish works as scheduled, customers were unwilling to meet media employees in connection to the perception that they are highly vulnerable to the pandemic which was not the case before the outbreak of the pandemic. Marketers of the media were compelled to send relevant documents to decision-makers of business organizations through telegram, Email other technologies to attract promotion but this

was not as effective as before the confirmation of the pandemic and negatively impacted the income level of their respective broadcast media. Holiday programs, concerts, and bazaars, which were the main source of promotional income for the media before the pandemic, were suspended, and then both broadcast media almost lost their source of income.

By conducting focus group talks with marketing department employees of both firms who were on the front lines of fighting the commercial impact of the COVID -19 pandemic on their institution, a qualitative research approach was used to study their understanding. Programs were not produced due to the movement restrictions imposed by the government and partners were at fear to come to the studio and accomplish their job. Since marketing department experts sell programs produced by journalists and partners for customers (business organizations) to maximize promotional income, the shortage of relevant programs for business organizations created a loss of income in the media business. They had also indicated that though they personally got relief, workload decreased and time tracking (attendance tracking) eased (works were done in shift) this antithetically affected income of the media business.

According to the financial document which was obtained from Ahadu radio international organizations aired programs on the media without advertisement payment. Ahadu radio was compelled to air free advertisements which was not the case before the pandemic. Document review made on the indicated data shows that the media incurred advertisement costs which amount to Birr 26,366,960 due to the spread of the pandemic.

### 5.3. Recommendations

The findings of the research revealed that sudden pandemics negatively impacted the business performance of broadcast media specifically Ahadu Radio and Fana Broadcasting Corporate. The researcher would like to suggest the following recommendations.

- Before imposing restrictions and taking similar measures, the government should arrange mechanisms that support the business performance of media organizations in times of calamities like the outbreak of COVID – 19 pandemic.
- Though the government has the responsibility to keep the public informed about important issues, it should arrange equal advertising opportunities to government and state media instead of providing privileges to state media.
- Media organizations should not depend on promotion/advertisement income as their mere source of revenue. Other sources of income are vital to broadcast media to cope with similar disasters.
- The strong association which protects the right of media organizations when they encounter hardships, like the spread of the pandemic, is mandatory for the sustainability of the business.
- When a pandemic outbreak happens, the media should let the public remain informed and conscious about it rather than creating a state of fear and psychological terror.
- Media organizations should update their employees about how to use cutting–edge technologies like zoom, skype, telegram, E-mail .....which play an indispensable role while the exposure of COVID pandemic as a means of communication.
- To avoid conflict with companies during sudden hardship, media organizations should collect their advertisement incomes dealt with companies (customers) as per the time stated in the agreement.
- Government should subsidize private media to cope with special disasters.

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## Appendix - A

### ለጋዜጠኞች የቀረቡ ጥያቄዎች

1. ስምዎትንና በጋዜጠኝነት ሙያ ያልዎትን ልምድ ይግለጹልኝ?
2. ስለ ኮቪድ - 19 ወረርሽኝ ምን ያውቃሉ?
3. ኮቪድ - 19 ወረርሽኝ በሀገራችን ኢኮኖሚ ላይ ያሳደረው ጫና ምንድን ነው ብለው ያስባሉ?  
ያብራሩ።
4. የወረርሽኙ መከሰት በጋዜጠኝነት ሙያዎች ላይ ያሳደረው ተፅዕኖ ምንድን ነው?
5. ኮቪድ - 19 ወረርሽኝ በብሮድካስት ሚዲያ ዘርፍ ላይ ያሳደረው ተፅዕኖ ምንድን ነው ብለው ያስባሉ?
6. ከኮረና መከሰት በፊትና በኋላ በተቋማቹ ያለው የቢዝነስ(የማርኬቲንግ) የስራ አፈፃፀም ልዩነት ምን ይመስላል?ያብራሩልን?
7. የአስቸኳይ ጊዜ አዋጅ መታወጁ በተቋማችሁ የቢዝነስ እንቅስቃሴ ላይ ያሳደረው ተፅዕኖ አለ ወይ?
8. የወረርሽኙ መከሰት በድርጅታቹ የቢዝነስ እንቅስቃሴ ላይ ያሳደረው እንቅስቃሴ ምን ይመስላል?  
ያብራሩ።
9. ከወረርሽኙ መከሰት በፊት እና በኋላ በድርጅታችሁ የማስታወቂያ ስራ እና ገቢ ላይ የታዘባችሁት ለውጥ አለ?
10. ከኮረና ጋር በተያያዘ በድርጅታችሁ ያለውን የቢዝነስ እንቅስቃሴ በተመለከተ ምን አይነት ምክረ ሀሳብ ትሰጣላችሁ?

**Appendix - B**

**ለስራ ክፍል ሃላፊዎች የቀረቡ ጥያቄዎች**

1. ስምዎትና በዚህ የስራ ሃላፊነት ምን ያህል ቆይቶ?
2. ስለ ኮሮና ያሎት ግንዛቤ ምን ይመስላል?
3. የኮሮና ወረርሽኝ በኢኮኖሚ ላይ ስላሳደረው ጭና ምን ያስባሉ? ያብራሩልኝ።
4. የኮቪድ 19 ወረርሽኝ በስራ ክፍሉ ላይ ያሳደረው ተፅእኖ ምን ይመስላል (በተለይ በማርኬቲንግ ክፍል ላይ)?
5. ወረርሽኙ በሀገራችን መከሰቱ ከተገለጸበት ጊዜ አንስቶ በብሮድካስት ሚዲያው ቢዝነስ ላይ ያሳደረው ተፅእኖ አለ ወይ? በተለይ በዚህ ድርጅት ላይ?
6. ከወረርሽኙ መከሰት በፊት እና በኋላ በድርጅታችሁ ያለው የቢዝነስ የስራ እንቅስቃሴ ልዩነት አለው ወይ? እንዴት?
7. የአስቸኳይ ጊዜ አዋጅ መታወጁ በድርጅታችሁ ቢዝነስ እንቅስቃሴ ላይ ያሳደረው ተፅእኖ ምን ይመስላል?
8. የኮቪድ 19 ወረርሽኝ በተቋማቹ የማርኬቲንግ ክፍል ስራ ላይ ያሳደረው ተፅእኖ ምን ይመስላል? ያብራሩልኝ?
9. ከወረርሽኙ መከሰት በፊት እና በኋላ በድርጅታችሁ የማስታወቂያ ስራ እና ገቢ ላይ የታዘባችሁት ለውጥ አለ?
10. ከኮሮና ጋር በተያያዘ በድርጅታችሁ ያለውን የቢዝነስ እንቅስቃሴ በተመለከተ ምን አይነት ምክረ ሀሳብ ትሰጣላችሁ?

**Appendix - C**

**ለማርኬቲንግ የስራ ክፍል ሰራተኞች ለቡድን ውይይት የቀረቡ ጥያቄዎች**

1. ስለ ኮሮና ወረርሽኝ (ኮቪድ 19) ያሉት ግንዛቤ ምን ይመስላል?
2. ወረርሽኝ በብሮድካስት ሚዲያ ቢዝነስ ላይ ያሳደረውን ተፅዕኖ እንዴት ይገልፁታል?
3. በመንግስት የታወጀው አስቸኳይ ጊዜ አዋጅ በድርጅታችሁ የቢዝነስ እንቅስቃሴ ላይ ያሳደረው ተፅዕኖ ይመስላል ?
4. ወረርሽኝ በማርኬቲንግ የስራ ክፍል እና እንቅስቃሴ ላይ ያሳደረው ተፅዕኖ ምን ይመስላል?
5. የኮሮና ወረርሽኝ በምን መልኩ ነው የድርጅታችሁን የማርኬቲንግ የስራ ክፍል ላይ ተፅዕኖ ያሳደረው?
6. የኮቪድ 19 ወረርሽኝ ከመከሰቱ በፊት እና በኋላ በድርጅታችሁ ያለው የቢዝነስ እንቅስቃሴ ሁኔታ ምን ይመስላል?
7. የኮቪድ 19 ወረርሽኝ መከሰትን ተከትሎ የድርጅቱ የገቢ ሁኔታ እንዴት ይመለከቱታል?
8. የኮሮና መከሰት በድርጅቱ የቢዝነስ እንቅስቃሴ ላይ ተፅዕኖ አሳድሮል ብለው ያምናሉ?