

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**FACULTY OF JOURNALISM**  
**AND COMMUNICATION**

**THE ROLE OF THE VOICE OF THE REVOLUTION OF**  
**TIGRAY RADIO IN SETTING HIV/AIDS AS AN AGENDA**  
**AND INITIATING AUDIENCE PARTICIPATION: THE**  
**CASE OF MEKELLE TOWN**

**BY**

**TSEGAYE BEYENE**

**October 2007**

**ADDIS ABABA**

**THE ROLE OF THE VOICE OF THE REVOLUTION OF  
TIGRAY RADIO IN SETTING HIV/AIDS AS AN AGENDA  
AND INITIATING AUDIENCE PARTICIPATION: THE  
CASE OF MEKELLE TOWN**

**By Tsegaye Beyene**

**A Thesis Submitted to  
The Faculty of Journalism and Communications  
Addis Ababa University**

**In Partial Fulfillment of the Requirement for the Degree of  
Master of Arts in Journalism and Communications**

**Addis Ababa**

**October 2007**

ADDIS ABABA UNIVERSITY  
FACULTY OF JOURNALISM AND COMMUNICATION

**THE ROLE OF THE VOICE OF THE REVOLUTION OF TIGRAY  
RADIO IN SETTING HIV/AIDS AS AN AGENDA AND INITIATING  
AUDIENCE PARTICIPATION: THE CASE OF MEKELLE TOWN**

**BY**

**TSEGAYE BEYENE**

**APPROVED BY BOARD OF EXAMINERS**

_____	_____
<b>Advisor</b>	<b>Signature</b>
_____	_____
<b>Advisor</b>	<b>Signature</b>
_____	_____
<b>External Examiner</b>	<b>Signature</b>
_____	_____
<b>Internal Examiner</b>	<b>Signature</b>

## *Acknowledgements*

**First of all I would like to express my appreciation to Dr. Amare Asgedom and Dr. Kristin Oregret, my thesis advisors, who helped me with important advice, critical comment and constructive ideas in bringing this study into completion. I am also grateful to Dr. Gebremedhin Simon for his invaluable suggestions.**

**Next, I would like to express my appreciation to members of management of Tigray HAPCO, for providing me relevant documents, materials and information.**

**I am also grateful to all journalists of the voice of Revolution of Tigray, Tigray Information Bureau and ETV, for providing me important Information for the study.**

**Above all, my deepest gratitude goes to my father Ato Beyene Kahsay, to my mother Tarik Tesfahunegn, and my brothers and sisters, who are the secret for my success.**

# TABLE OF CONTENTS

<b>CHAPTER ONE.....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>1. INTRODUCTION.....</b>	<b>11</b>
1.1 BACKGROUND AND PROBLEM STATEMENT .....	11
1.2 PURPOSE OF THE STUDY .....	15
1.2.1 RESEARCH QUESTIONS.....	14
1.3 SIGNIFICANCE OF THE STUDY.....	15
1.4 LIMITATIONS OF THE STUDY .....	1
<b>CHAPTER TWO.....</b>	<b>16</b>
<b>2. REVIEW OF RELATED LITERATURE .....</b>	<b>16</b>
2.1 HIV/AIDS AND COMMUNICATION .....	16
2.2 ORGANIZATIONAL STRUCTURE OF THE VOICE OF THE REVOLUTION OF TIGRAY(VORT).....	18
2.2.1 <i>Strategic Mission of the Radio Station.....</i>	<i>18</i>
2.2.2 <i>Radio service in VORT.....</i>	<i>19</i>
2.3 THE ROLE OF THE MEDIA IN THE FIGHT AGAINST HIV/AIDS .....	20
2.4 RADIO AND HIV/AIDS.....	22
2.5 EFFECTIVE REPORTING ON HIV/AIDS .....	24
2.6 PROGRAM FORMATS ON HIV/AIDS.....	27
2.6.1 <i>Story Topic ideas.....</i>	<i>27</i>
2.7 COVERING THOSE AFFECTED BY HIV/AIDS.....	28
2.8 THE LANGUAGE USE OF HIV/AIDS .....	30
2.9 SOURCES OF INFORMATION IN REPORTING HIV/AIDS .....	30
2.9.1 <i>Types of Sources .....</i>	<i>31</i>
2.10 CONCEPTUAL FRAMEWORK.....	32
2.10.1 <i>Participatory Communication Theories.....</i>	<i>32</i>
2.10.2 <i>Agenda Setting Theory.....</i>	<i>33</i>
2.10.3 <i>The Mobilization Function of Media.....</i>	<i>34</i>
2.10.4 <i>Studies on Audience participation on Radio Coverage of the HIV/ AIDS pandemic in Different         countries</i>	<i>34</i>
<b>CHAPTER THREE.....</b>	<b>36</b>
3.1 METHOD OF THE STUDY .....	36
3.2 STUDY POPULATION AND SETTING.....	37
3.3 SAMPLES.....	37
3.4 SAMPLING TECHNIQUES .....	38
3.5 DATA COLLECTION INSTRUMENT.....	39
3.5.1 <i>Data coding and Editing .....</i>	<i>40</i>
3.5.2 <i>Data Entry.....</i>	<i>40</i>
3.6 CODING CATEGORIES .....	40
3.7 PROCEDURES .....	41
3.8. DATA ANALYSIS METHODS.....	41
<b>CHAPTER FOUR .....</b>	<b>42</b>
<b>4. PRESENTATION AND ANALYSIS OF DATA.....</b>	<b>42</b>
4.1. QUANTITATIVE DATA .....	42
4.1.1 <i>Overall Background of the Respondents.....</i>	<i>42</i>
4.1.2 <i>Degree of Audience Participation.....</i>	<i>44</i>
4.1.3 <i>Levels of Participation.....</i>	<i>47</i>
4.1.4 <i>Audibility of the station.....</i>	<i>47</i>

4.2 CONTENT ANALYSIS OF DATA .....	56
4.2.1 Audience Participation .....	56
4.3 QUALITATIVE DATA .....	62
4.3.1 Idepth-Interview.....	62
4.3.1.1 Story Ideas for the program.....	62
4.3.1.2 Programs broadcasted in the past six months.....	63
4.3.1.3 Audience Feedback about the programs of VORT.....	64
4.3.1.4 Message sent to the VORT.....	65
4.3.1.5 Challenges in producing HIV/AIDS programs.....	65
4.3.1.6 The interest of the Radio in producing HIV/AIDS programs.....	65
4.3.1.7 Mechanism to Check program effectiveness.....	66
4.3.1.8 Relationship with the Regional Government.....	66
<b>CHAPTER FIVE.....</b>	<b>67</b>
<b>5. DISCUSSION.....</b>	<b>67</b>
<b>CHAPTER SIX.....</b>	<b>69</b>
<b>6. CONCLUSION AND RECOMMENDATIONS .....</b>	<b>69</b>
6.1 CONCLUSION .....	69
6.2. RECOMMENDATIONS .....	71

Bibliography

Appendices

List of Tables

	Page
Table 1 ANC Surveillance data from four cities of Tigray.....	17
Table 2 Prevalence rate of Tigray Region.....	17
Table 3 Program and Promotional Products in VORT.....	20
Table 4 Listener-Ship.....	44
Table 5 Rate of participation in VORT.....	45
Table 6 Contribution by Writing an article .....	46
Table 7 Respondents Views about the program.....	47
Table 8 Respondents Level of satisfaction.....	48
Table 9 Time allocation of VORT.....	49
Table 10 Responses to the coverage of HIV/AIDS.....	50
Table 11 Responses to helpfulness of the program to PLWHA.....	51
Table 12 Responses about professional in Puts.....	52
Table 13 Participation in Ethnicity.....	53
Table 14 Total number of listeners.....	56

List of Figures	Page
Figure 1: Age and Sex distribution of respondents.....	42
Appendix I. Questionnaire- English Version.....	
Appendix II. Questionnaire- Tigrigna Version.....	
Appendix III. In-depth interview questions (for journalists).....	
Appendix IV. In-depth interview questions (for representatives of different associations).....	
Appendix V. In-depth Interview questions (for representative of Tigray HAPCO),.....	
Appendix VI. List of key informants.....	

## Abstract

The HIV/AIDS epidemic has affected millions of people all over the world and the effect of the pandemic has been particularly striking in Sub-Saharan Africa. As a Sub-Saharan country Ethiopia has been launching many projects to tackle the spread of HIV/AIDS since 1986 (MOH: 2006).

Tigray is one of the nine federal states of Ethiopia located in the northern most part of the country. Studies show that the Ethio-Eritrean war of 1998-2000 resulted in significant increase in HIV prevalence in the region, where the majority of the Ethiopian Defense Forces were stationed (Berhe et al, 2004:1).

The military may be described as one of the high-risk groups in HIV/AIDS because of its mobile nature. It may be argued that the region faces an additional AIDS threat because of the massive military presence at present. Added to this is the large number of sex workers who are believed to be in the major towns of the region following in the footsteps of the defense forces. And it appears that their presence poses an additional threat to community health in the Region.

The project paper tries to assess the extent to which the Voice of the Revolution of Tigray (VORT) which is transmitted in local Tigrigna language has been effective in setting the issue of HIV/AIDS as an agenda among its audience in Mekelle town and mobilizing the audience for participation.

The study has employed both quantitative and qualitative methods. These include a survey, observation and quantitative description of content and in-depth interview. The research was conducted in Mekelle town; using purposive sampling on two of the eight *Tabias* (Sub-Urban centers).The researcher distributed 219 copies of questionnaire to gather data. In addition to this, the researcher has carefully studied the letters of comments sent to the station from listeners to examine the degree and level of audience participation in the HIV/AIDS programs produced by the radio station and also analyze their main concerns. Moreover, the researcher has employed in-depth interviews with representatives of different associations, the regional HIV/AIDS Prevention and Control Office, and journalists to find out what the agenda they were trying to set was .The result of the research shows that the radio station has been able to persuade the audience to consider HIV/AIDS as a top priority issue of concern. However, it was learned that the

degree and level of audience participation especially on the HIV/AIDS radio program is generally not encouraging compared to the other programs of the radio station. Of all the total respondents the majority reported that they didn't participate by writing a letter and the researcher didn't find listeners views and through call-ins and personal visits. The level of participation of the various segments of the society is too low. And the time allocated for the HIV/AIDS programs is not enough.

The research analysis shows that the radio station has to work hard to meet the needs and aspirations of the audience.

## List of Acronyms

AIDS	Acquired Immune Deficiency Syndrome
ANC	Antenatal Clinic
AWMC	Africa Women's Media Center
CSWS	Commercial Sex Workers
DHS	Demographic and Health survey
DWT	Dimtsi Woyane Tigray /VORT/
EPLF	Eritrean Peoples Liberation Front
HAPCO	HIV/AIDS Prevention and Control office
HIV	Human Immune-Deficiency Virus
MOH	Ministry of Health
PHCE	Population and Housing Census of Ethiopia
PLWHA	People Living With HIV/AIDS/
TPLF	Tigray Peoples Liberation Front
UNAIDS	United Nations Programme on HIV/AIDS/
UNDP	United Nations Development Program
VCT	Voluntary HIV Counseling and Testing
VORT	Voice of the Revolution of Tigray
WHO	World Health Organization

## **CHAPTER ONE**

### **1. Introduction**

This chapter presents with the introduction part of the study. The background and statement of the problem is presented followed by the, research questions. The significance and possible, limitations of the study and definitions of some important terminologies will be presented.

#### ***1.1 Background and problem statement***

Globally, AIDS has killed more than 23 million people. (UNDP: 2006:2). In 2004 alone, more than 3 million people died and nearly 5 million people became HIV-positive (ibid). An estimated 40 million people worldwide are now living with an estimated 15,000 people contracting the virus each day; HIV has become a huge epidemic more than 65 per cent of HIV positive persons live in sub-Saharan Africa (ibid).

Ethiopia is one of the top five countries with high prevalence of HIV/AIDS (Ministry of Health (MOH: 2004). As to the Sixth Report of the Ministry of Health (Sep. 2006: 7) in 2005, 1,320,000 people were living with HIV/AIDS of which 634,000 were living in rural areas and 686,000 in urban areas. According to the report the adjusted HIV prevalence for Ethiopia in 2005 is 3.5% (Urban 10.5% and rural 1.9%) HIV prevalence is higher among females. The HIV/AIDS epidemic continues to pose a threat to the development of Ethiopia.

HIV was first detected in Ethiopia in stored collected blood in 1984 and the first two AIDS cases were reported in 1986(DHS, 2005:26). However, HIV/AIDS Surveillance activities began in 1989 (ibid).

Tigray is one of the nine federal states of Ethiopia located in the northern most part of the country. Its population is estimated to be 4.2 million (Kinfе, 2005:2). According to the Sixth Report of the MOH (Sep, 2006:8) in the year 2005 in Tigray region there were 88,498 people living with HIV/AIDS (PLWHA). As to the report Tigray is among the worst affected regions of Ethiopia by the AIDS epidemic.

The Region has also been conflict prone during the Dergue, where thousands of soldiers were deployed in an attempt to fight the rebels. Even more recently a huge army has been stationed in the Region.

The study conducted by Berhe and associates (2004) shows that the Ethio-Eritrean war of 1998 – 2000 witnessed significant increase in HIV prevalence in Tigray Region, where the majority of the Ethiopian Defense Forces were stationed during the war (1976-1991). According to the scholars, the war witnessed large-scale combat, displacement and socio-economic disruption including the growth of a large commercial sex industry (2004:2).

The military may be described as one of the high-risk groups in HIV/AIDS, because of its mobile nature. And therefore it may be argued that the region faces an additional AIDS threat because of the massive military presence. Added to this is the large number of sex workers who are believed to be in the towns following the footsteps of the defense forces. And it appears that their presence possess an additional threat to community health in the Region.

The Regional capital of Tigray, Mekele, is the only significant urban center of the region, Berhe and associates (2004:3). Its population is approximately a quarter of a million, (Mengestu: 2007). The town was swollen by an inflow of soldiers, migrants from Eritrea and contractors (Berhe, et al, 2004). The HIV prevalence published by Tigray Regional Health Bureau (TRHB, 2005) for the city of Mekele was nine point three percent.

It is argued in this paper that a healthy population is an important factor of development. It is believed that communication and education are important tools of communicating the spread of the virus (MOH 2004). This research explores to what extent VORT has playing to tackle the spread of HIV/AIDS in Mekele town by participating the audience.

This epidemic, therefore, needs to be addressed satisfactorily using effective communication interventions in order for Ethiopia in general, Tigray in particular to achieve the Millennium Development goal of halting and reversing spread of HIV/AIDS.

One of the broadcast media engaged in the fight to contain the spread of the virus in Tigray is the Voice of the Revolution of Tigray (Radio Dimtsi Woyane Tigray). The radio is stationed at Mekelle (the capital of Tigray National State). It is a radio program that broadcasts in Tigrigna, Kunamigna and Afar languages and covers many issues weekly. It is broadcasted everyday for about 60 hours in a week. One of its programs is '*Nedamits, Nimehar Nenber*' (lets listen, educate and live) is related to preventing the spread of HIV/AIDS.

The purpose of this study is to examine whether or not the Voice of Tigray have managed to set some important aspects of HIV/AIDS education as an agenda among the public and also assess the degree to which the audience at Mekele town were mobilized to participate in the programmes. I selected this study area simply because I share the view that radio can play a crucial role in the fight against HIV/AIDS by promoting debate, dialogue and breaking the silence over the epidemic (Panos 2006:4). Radio can be an effective tool in providing information; stimulating and leading open and frank discussions enabling people living with HIV/AIDS to air their views; challenging stigma with information and positive images; and encouraging leaders to take action (ibid:4). In many parts of the world HIV/AIDS continues to be a subject of serious misconception, misunderstanding, ignorance and fear, coll-seck 1999 (in Adam and Harford:1). There is an urgent and growing need to present facts about HIV clearly, to reduce the fear, stigma and discrimination associated with HIV by encouraging a dialogue between the broadcasters and their listeners (ibid:1,50).

Even if it does not go to details in any single area, the study is believed to touch a wide area. Therefore, no any single theory would provide a framework for the study. So mainly the participatory communication theory together with the agenda setting and mobilization functions of the media will form the theoretical basis for the discussions in this research work.

The declaration of the communication for Development Roundtable held in Nicaragua in 2001 which treated in the main HIV/AIDS communication mentioned that the battle against AIDS had not succeeded because communication strategies failed. As Freire would have agreed, they failed because they;

1. treated people as objects of change rather than the agents of their own change.
2. conveyed information from technical experts rather than sensitively placing accurate information into dialogue and debate.
3. Tried to persuade people to do something rather than negotiate the best way forward in a partnership process (Dean, 2004:8).

In light of the above arguments this research project tries to study to what extent the radio program encouraged participatory and dialogical methods in its HIV/AIDS programs.

It is known that in Ethiopia media play a crucial role in the fight against HIV/AIDS by providing much needed information necessary to stem the tide of the pandemic (Panos, 2006). In all programs in the fight against the HIV/AIDS pandemic, there is a general consensus that information and education through dialogue remains the best instrument (ibid). However, whether the Voice of the Revolution of Tigray played important role in allowing audience participation about the pandemic is a largely unanswered question. It is, therefore, timely and important to assess and evaluate to what extent the radio station participate its audience in tackling the spread of HIV/AIDS in the city by promoting debate and dialogue to break the silence over the pandemic.

## ***1.2 Purpose of the Study***

The main objective of the study is to assess the effectiveness of the Voice of the Revolution of Tigray in setting the issue of HIV/AIDS as an agenda among its audience in Mekele town and mobilizing the audience for participation.

### **1.2.1 Research questions**

The study answers the following basic research questions:

1. As regards HIV/AIDS, what are the most important issues for the radio station?
2. What importance (coverage) did VORT give to important aspects of HIV/AIDS as compared to other programs?

3. How effective have Voice of Tigray Revolution Radio programs on HIV/AIDS been in triggering audience participation (reaction)?
4. Which segments of the population have actively participated in reacting to HIV/AIDS programs?

### ***1.3 Significance of the study.***

This study is expected to have the following contribution:

1. The study could be helpful for media personnel in general and those working for VORT in their effort to craft influential programs on HIV/AIDS.
2. It helps the target community of VORT to get radio messages that are strong enough to make a difference in the level of their engagement with the station and behavior change.
3. It helps stakeholders in the fight against HIV/AIDS to understand the power of carefully designed media messages and encourages them to strategically engage the media.
4. It could provide background ideas for further studies in the area.

### ***1.4 Limitations of the study***

This study focuses on the agenda setting role of VORT's programs on HIV/AIDS with reference to the audience in Mekele town. The study is limited in terms of media assessed. It is also limited in the audience group sampled. It would have been better to include the entire region in the study. But given the time, budget and resources constraints, it was not possible to extend the scope. Therefore, the findings of the study might not be generalized to the whole region.

## CHAPTER TWO

### 2. Review of Related Literature

This chapter attempts to present a brief theoretical framework in relation to the study. Different scholars' research findings, theories and discussions, which are pertinent to the study, are explained in this chapter.

#### *2.1 HIV/AIDS and Communication*

Since it was recognized in 1981, AIDS has reportedly killed more than 25 million people making it one of the most destructive epidemics in recorded history. In 2005 alone the AIDS epidemic claimed 3.1 million lives; more than half a million were children (UNAIDS/WHO 2005:8, cited in Getachew: 2006).

The total number of people living with HIV reached its highest level: an estimated 40.3 million people are now living with HIV. Close to five million people were newly infected with the virus in 2005 (ibid). According to UNAIDS' latest report, in sub-Saharan Africa remains hardest-hit, and is home to 25.8 million people living with HIV. Two thirds of all people living with HIV are sub-Saharan Africa. An estimated 2.4 million people died of HIV related illnesses in this region in 2005, while a further 3.2 million become infected with HIV (ibid). According to the sixth edition of the "AIDS in Ethiopia" Report (MOH, 2006:7) in 2005, it was estimated that a total of 1,320,000 people were living with HIV/AIDS. Of the total, 634,000 were living in rural areas and 686,000 in urban areas. The adjusted HIV prevalence for Ethiopia in 2005 was 3.5 % (urban 10.5% and rural 1.9%). Tigray, the northern most region of Ethiopia, is also among the affected regions of the country. As to the Report of the MOH (2006:26) HIV prevalence confidence limit shows 2.7-5.6% and adult HIV prevalence was estimated 4.2%.

The Region had an impact on the prevalence of HIV, especially during and after the war of 1998-2000 with neighboring Eritrea, (Berhe, et al: 2004:2). The main vector for increased transmission would be unprotected sexual encounters between soldiers deployed in Tigray and commercial sex workers (CSWS) who congregated in large numbers in major towns and peri-urban drinking and recreational spots near the front

line. And that such increase in HIV prevalence would rapidly affect the general civilian population. However; the prevalence rate was declined after the war (ibid:6).

**Table 1: ANC Surveillance data from four cities of Tigray**

	Mekele			Maichew			Adigrat			Abi-Adi		
Year	No	HIV	%	No	HIV	%	No	HIV	%	No	HIV	%
2001	400	72	18.0	349	58	16.6	396	65	16.4	0		
2002	400	67	16.7	0			0			299	24	8.0
2003	429	40	9.3	258	17	6.5	351	27	7.6	208	20	9.6

❖ **Source: War and HIV prevalence (Berhe, et al. (2004).**

The figures for 2001 are about 30-40% higher than the TRHB survey findings from before the war, and the 2003 figures are about 30% lower. However, the methodological caveat about the earlier survey means that we must be cautious about this comparison.

These data show unexpected results. In three out of four sites, the prevalence of HIV fell after the end of the war (Berhe, et al.: 2004). According to the TRHB (Tigray Region Health Bureau) report in Tigray adult HIV prevalence in 2005 was 4.7%. The prevalence rate of cities was 12.3% and 2.9% in rural areas (cited in strategic plan of Tigray HAPCO).

**Table 2: Prevalence rate of Tigray Region**

	2004	2005	2006	2007	2008
Males	4.0	4.1	4.1	4.2	4.3
Females	5.2	5.3	5.4	5.5	5.5
General	4.6	4.7	4.8	4.8	4.9
Urban	12.4	12.3	12.2	12.2	12.2
Rural	2.8	2.9	3.1	3.2	3.3

❖ **Source: Tigray HAPCO (2007)**

As to the table, the adult prevalence rate of Tigray Region was increasing from time to time; especially women were affected more comparing to males. The table also indicated that the spread of HIV/AIDS was increasing in rural areas comparing to urban areas. According the report of the MOH (Cited in Tigray HAPCO: 2007:6) there are presently 100,000 PLWHA. Prior to the outbreak of war, Tigray had a largely rural population, with only one significant urban center, the regional capital of Mekelle.

## ***2.2 Organizational Structure of the Voice of the Revolution of***

### ***Tigray(VORT)***

#### **2.2.1 Strategic Mission of the Radio Station**

The mission of the Voice of the Revolution of Tigray (VORT) is to provide alternative Education that enrich, maintain, reflect and develop the culture, economy, social and entertainment opportunities political status of the Tigrigan people in respective of the country's grand goals (Muluwork: 1995:2).

The radio station was first established to vehicle the Tigrian liberation front's movement and secondly it was intended to address the political economical and cultural development of the Tigrian people. VORT birth was, in larger part, the result of efforts by the Tigrian community in "Sahel Arag" in September 1972E.C independently with radio EPLF's (Eritrean Peoples Liberation Front) daily with an hour program. Later, during 1973-75 established in "Aberebe" in between 1975-77 shifted "Shaabit" in the domain of the EPLF in Eritrea. However, due to the dispute arises between TPLF and EPLF the new radio station was installed around "Welqait" (May-Mussie) and broadcasts its "Dimtsi Woyane Tigray kabhara merit Tigray" since July 8, 1978 E.C.

Because of many reasons, the newly installed radio station was not installed permanently at one place, as a result, from 1980-81E.C the station was transferred to "Tsegedie", from 1981-82E.C in semen mountains around "Rasdegen" ; 1982-83E.C in Hagereselam and that after the downfall of the Derge Regime it installed in Addis Ababa Until 1984E.C, lastly permanently it settled, in Mekelle.

The radio has 28 programmers, which broadcast in Tigrigna language for maximum coverage of 995 min/week. Beside, Afarigna 260min/week, Kunamgna 60min/week, and keyhe-bahre (for Eritrean Tigrigna speakers) 60min/week with collaboration of the different parties and VORT.

Until 1983E.C, VORT's transmitter was located on look out mountain in the rural area of Tigray. The power or wattage of a transmitter was a critical component in the distance and quality of radio service delivered. VORT's signal from the radio was amplified to 10 watts; guaranteed deliver DWT sounds 1500 miles in all direction. Judging from audience calls, the DWT signal reached as Arabian countries. However, as VORT's transmission equipment is aged, there were increasing complaints of weak signaling, static and erratic program transmission in some areas of Ethiopia.

The radio station was relied solely on the hand of TPLF, rather than commercial sales to cover its operating cost until the fall down of the Derge regime. Later, the TPLF funding for VORT broadcasting was terminated. Consequently this leads to the station were increasingly forced to the self-sustaining. In any case, the ultimate challenge was marketing; despite the obvious lack of money to support the fund raising efforts.

### **2.2.2 Radio service in VORT**

VORT (Dimtsi Woyane Tigray) as electronic media a number of programs are broadcasted on three sessions. These are every morning, day and night time, for about 60 hours with in a week. The following table shows Programs and promotional products/service coverage of VORT.

**Table 3: Programs and promotional products in VORT**

Broadcasting programs	Number	Min/week
None sponsored program	18	675
Sponsored program	10	320
Others	4	❖ 470
<b>TOTAL</b>	<b>32</b>	<b>1.465</b>

❖ Anti-EPLF parties

### ***2.3 The Role of the Media in the fight against HIV/AIDS.***

The media can be a tremendous force in the war on HIV/AIDS. As with other pressing issues, as much in Africa as the other regions of the world the media are “an essential part of the solution” (AWM Manual 1.2002:1).

The news media reach nearly all segments of the population rural and urban, rich and poor, young and old, women and men, laypersons and specialists, policy makers and their constituents, communities and their leaders.

As to the African Women’s Media center manual (2002) often, news coverage is the first source of new information available on an issue. A vast number of people have come to depend on the media for news and other significant information as soon as it exists, and to a great extent this information can shape people’s every day lives. The media are in a position to create greater public awareness of HIV/AIDS. This awareness is necessary before individuals can take a critical look at the challenges that HIV/AIDS presents, and make informed decisions to help prevent its spread, protect themselves, and insure proper care and treatment of people living with HIV/AIDS. News coverage also reinforces information that people receive about HIV/AIDS from other sources, such as their friends, health care workers, and billboards.

The manual (2002) also points out that the media’s role in public awareness, discussion, and debate is significant in various ways:

- The media can generate public and policy discussion of HIV/AIDS, which further encourages public awareness and leads to action by political, financial, and other leaders. Accurate news coverage of HIV/AIDS can generate public and political support for fighting HIV/AIDS.
- The media influence public opinion and attitudes about HIV/AIDS, including attitudes towards people with HIV/AIDS. An analysis of media coverage and public opinion over several decades concluded that there is a strong relationship between them.
- When the media focus on a particular issue, there is a higher degree of public awareness and support to tackle that issue. Attitudes affect how people respond to HIV/AIDS and how people with HIV/AIDS are treated or cared for (something missing here?) their peers, employers, families, communities, the health care system, and the justice system.
- Similarly, the media influence the language of HIV/AIDS, which in turn helps shape how people think about and deal with HIV/AIDS.
- The media can also point to healthy behaviors for the prevention of HIV/AIDS, the protection of those who are most vulnerable of HIV/AIDS and for the care of people affected by HIV/AIDS.

Media could play a central role in the socio-economic transformation of the developing world as agents of change. Today the media have a responsibility in helping the fight against HIV/AIDS, as millions do not have correct or sufficient information about their own medical safety. With 90% of all AIDS related deaths occurring in Africa the relevance of the continent's media in the fight to contain the epidemic cannot be underestimated. Ethiopia is among the worst hit accounting for a disproportionate 10% of all worldwide cases (MOH 2004).

The epidemic has decimated the country's working population including teachers, factory workers and farmers. This epidemic needs to be addressed satisfactorily using effective communication interventions in order for Ethiopia to achieve the millennium Development Goal of halting and reversing the spread of HIV/AIDS. Panos (2006:8) publication states that analysis of previous successes in the response to HIV/AIDS has

pointed to the role of vibrant plural media in promoting debate and dialogue and breaking the silence over the epidemic.

Where HIV and AIDS have risen up on the agenda of key influential media in a country, they have influenced public debate and sometimes, the policy agenda. The media can play a number of key roles in the fight against HIV and AIDS, including providing information; stimulating and leading open and frank discussion; enabling PLWHA to air their views challenging stigma with information and positive images (Panos 2006:8) and encouraging leaders to take action.

However, the media can also play a negative role in portraying the HIV/AIDS pandemic. As to Adam and Harford (1999:6), public understanding of how the virus is prevented and treated is still varied in many parts of the world. This misunderstanding and misconception of the public is largely attributed to the negative character of the media in the representation of the HIV/AIDS pandemic. As to the scholars if the information broadcasted is incorrect the consequence could be serious or fatal.

#### ***2.4 Radio and HIV/AIDS***

Throughout the world, radio continues to be one of the most popular mediums by which to transmit information and engage large numbers of people from many parts of society. In recognition of this, governments, elements of Civil Society, and the United Nations system have used radio as powerful tool to achieve a board range of goals. This has been particularly evident in recent years in situations of national crisis, such as in Cambodia, Bosnia, Rwanda, Liberia, Angola and Kosovo.

In many parts of the world, HIV/AIDS continues to be a subject of serious misconception, misunderstanding, ignorance and fear. There is an urgent and ongoing need to present facts about HIV clearly, un- ambiguously, to reduce the fear, stigma and discrimination associated with HIV, and to provide practical advice on how to minimize the risk of being infected and how to provide care and support to infected and affected people. Radio has a vital role to play in this educational and 'life-saving' challenge (Coll-seck in Adam and Harford 1999:1).

Summarizing the use of radio in promoting HIV/AIDS communication, Adam and Harford have the following points:

- Radio can motivate people by building on oral traditions and stimulate the imagination better than video or television.
- Radio programmers are cheap, quick and easy to make.
- Radio receivers are widely available, cheap and easily portable; this makes them convenient for listeners.
- Radio can reach people who are isolated by language, geography, conflict, illiteracy and poverty.
- Radio can reach those who do not come to health facilities because of cost, distance or embarrassment. It can convey insights gained by health workers on the ground to a wide audience.
- Radio can help create a demand for services, e.g. 'If you are concerned that you might have a sexually transmitted disease (STD) you can go to an STD clinic where you will be treated in total confidentiality by the doctors and nurses.
- Radio can give additional credibility to multi-media communications HIV/AIDS campaigns on the ground.
- Often radio listening is a group activity which encourages discussion of educational issues after the broadcast. This is an important stage in the process of behavior change.

On the other hand, radio has certain drawbacks in using it (Adam and Harford 1999:4)

- Radio is a transitory medium: information may not be retained by listeners who cannot ask for the information to be repeated or clarified.
- Radio is a one-way medium: unlike face-to-face communication radio offers no immediate opportunity to ask people questions about what they know or to check if people have understood what they heard. Nor can listeners respond instantly and ask questions to clarify issues.
- Many people lack access to electricity and batteries are expensive and can be difficult to obtain.

- When radio programs fall in the hands of wrong people fears and prejudices inciting conflict and hatred rather than resolving it.
- It is not yet fully understood how precisely increased awareness of public health issues is most likely to lead to significant behavior change and improved health. But it does seem that targeted information can lead to an increase in knowledge and raising awareness.

### ***2.5 Effective Reporting on HIV/AIDS***

HIV/AIDS communication aims to provide information and raise awareness of issues that will bring about positive changes in attitudes and behavior. As such it responds to the needs of the target audience (Adam and Harford 1999:7). In News and program broadcasting one should make sure that the facts are accurate by carrying out research. Health education broadcasting imposes a special responsibility on broadcasters because they are providing information that people may act on to improve their health. If the information is incorrect the consequences could be serious or fatal.

According to the Resource Guide on Reporting on HIV/AIDS prepared by African Women's Media center (2001:3)

Journalists' face myriad of challenges in covering HIV/AIDS. They must obtain information from relevant institutions. They must accurately interpret technical data. They must travel long distances to uncover new information. They must find fresh, interesting angles for their stories. They must interview political and public policy leaders. They must engage in frank and often difficult conversations with people living with HIV/AIDS and their relatives.

Similarly the International Centers for Journalists (ICFJ, 1990) states that good news coverage of HIV/AIDS begins with good journalism. It should have and consist of the basics of good journalism: objectivity, accuracy, and news value. As to the ICFJ, journalists have to know the audience, knowing one's audience is key to developing an appealing story. Typically, not enough effort is put into finding out the interests and needs of the audience. Yet, it is crucial for a journalist to understand the audience to be

able to produce a story that will really sell while doing much more than simply entertaining.

Similarly, journalists often work with out knowing how the audience is affected by their stories, inviting audience feedback can help journalists understand how to develop stories that appeal to the audience and provide useful information.

According to the ICFJ (1990:10) an audience survey is one way to garner audience opinion, although it requires some expertise and resources that may not be readily available. Journalists and editors can explicitly invite feedback, either through letters to the editor or by inviting listeners to call in to the station. Adam and Harford (1999:32) in their book called *Radio and HIV/AIDS: Making a Difference* state that there are two contrasting ways in which HIV/AIDS can be reported.

### **A. The sensationalist approach**

This approach makes people aware of the HIV/AIDS problem by shocking them with horrific stories of disease and death or by raising hopes with unsound stories of false cures. But what are the results?

- Most people respond to horror stories by convincing themselves that such stories only happen to other people, could never happen to them.
- By recklessly raising false expectations of cure, and then dashing these hopes, you are running the risk of losing your credibility as a journalist.
- The negative and hostile social attitudes that result from this approach makes it much more difficult for people with HIV to admit the fact to their partners. So the epidemic continues to spread unseen.
- Negative social attitudes also make people afraid to have their blood tested for HIV. If there is nothing you can do and nobody you can share the problem with it's easier not to know, so for all these reasons, sensational or negative journalistic reporting of HIV/ AIDS can actually make the problem worse (Adam and Harford 1999:32-33).

## **B. The Socially responsible approach**

As to the scholars this approach can make a significant contribution to limiting the spread of the epidemic and also to helping society cope with its social consequences. It can

- Normalize rather than marginalize the issue in other words, present the epidemic and people with HIV/AIDS as an aspect of mainstream society rather than as some strange and frightening group on the fringes of society.
- Cover the wide- ranging economic and social implications of the epidemic, so that all sections of the population treat it more seriously
- Include in reports both people infected with HIV and people affected by HIV i.e. partners, parents and careers of HIV positive people.
- Include simple basic prevention messages in journalistic reports e.g. a report of the latest HIV prevalence statistics, or an interview with a health economist about the costs of the epidemic, could both include a reminder of how the virus can be avoided by using condoms.

In this dimension, with HIV/AIDS journalists need to be very careful that their reporting is both accurate and sensitive, that it does not cause unnecessary offence to people living with HIV, or create prejudices or reinforce inaccurate stereotypes. In reporting HIV, one of the most effective methods is to ask a person with HIV to read material and comment. If this is impossible, the next best method is to ask someone who works with HIV positive people to read the material. Panos (Oct, 2006:5) states that dialogue and discussion are at the heart of effective communication around HIV and AIDS.

### ***2.6 Program Formats on HIV/AIDS***

The most common program formats are the cheapest to produce: straight reads, interviews, and music and chat (Adam and Harford 1999:39). According to the scholars broadcasters with few resources and a huge program workload are hard pressed to fill their allotted airtime with even the most mundane programming. Many are paid poorly and have no incentive to be creative. But at the same time, given to use their imaginations to produce the kind of programs which make people listen and remember. This may mean

making extra resources available, but they are modest in terms of the health education impact, which a well produced, and targeted series of programs can make. As to both scholars some of the most successful formats for health programs are the following: spots: 30 seconds to two minutes , dialogues: one minute to three ,dramas: one minute to three minutes, songs: two minutes to three minutes , interviews (2-5minutes) ,slogans: 30 seconds (packaged with a music single ,magazine: (10-20 minutes),Stories:( 5-15 minutes),oral testimony: 2-4 minutes) ,phone-ins: (5-10 minutes) and soap operas.

### **2.6.1 Story Topic ideas**

According to the African Women’s Media Center Manual (AWMC, 2001:27) the most important advice to journalists is to remember and to understand that HIV/AIDS is not just a health story HIV/AIDS is also a social, economic, political, and developmental story. The following story ideas are just a beginning;

- New trends in the HIV/AIDS epidemic
- Mapping the epidemic
- Gender-based violence and HIV/AIDS
- HIV/AIDS, human rights, and justice
- Adolescents or young adults and their risk for HIV/AIDS
- The impact of HIV/AIDS on different sectors of the economy
- Sex work
- The impact of HIV/AIDS on schools and universities
- The impact of HIV/AIDS on family structures and relationships
- HIV/AIDS and children
- The response of the religious community to HIV/AIDS
- Treatment and care of people with HIV/AIDS
- Research in to an HIV/AIDS vaccine and microbicide (AWMC, 2001:7-8)

## ***2.7 Covering those Affected by HIV/AIDS***

Reporting on HIV/AIDS presents many challenges to journalists. Perhaps the biggest challenge is how to deal with people who have HIV/AIDS or who are otherwise affected by it in interviews off-the-record conversations, photography and stories.

As to AWMC (2001:15) guarding the privacy of PLWHA and refraining from reporting confidential information, avoiding placing blame and perpetuating stereotypes, and refraining from treating them as victims are essential for ethical, just, and constructive coverage of HIV/AIDS. As with anyone dealing with a difficult issue the first step is to examine one's own feelings, fears, vulnerabilities, and biases about the issue. This is imperative for journalists whose personal sentiments and beliefs may strongly influence how they approach and report a story. Similarly, Panos (2006:1) states that participation of a wide range of people living with HIV and AIDS (PLWHA) is very important in combating HIV/AIDS.

Kripalani and et al (2005) pointed out that media can play a role in combating stereotypes, treating people living with HIV and AIDS with respect, and giving accurate and up to date information. These will contribute to de-stigmatizing the pandemic and overcoming cultural barriers that hold back in bringing about change. However, it has been observed repeatedly that the media have failed to cover PLWHA in a positive way. Instead of encouraging honest and straight forward communications about the realities of the pandemic and PLWHA, the media sometimes exacerbate the pre-existing unfair treatment of PLWHA.

As to Perkins, et al (2005) stigma and discrimination are still an everyday experience for PLWHA and vulnerable populations, yet their complexity and diversity and in practice, coupled with the failure to develop a greater understanding of their social roots means they are often not addressed effectively. Although few campaigns against stigma have been successful, breaking the silence around HIV/AIDS and moving discussions from the personal sphere to interpersonal and public arenas can help overcome it.

As to Singhall, et al (2003), mass media have stimulated discussion through high-profile human-interest stories featuring prominent individuals who put a human face to

the epidemic. Ranges of communication approaches have helped reduce stigma by promoting discussion and awareness of the realities of living with HIV and AIDS. Another way to tackle stigma is through sustained dialogue within communities, using participation approaches.

Parker et al (2002) pointed out that communication can help challenge stigma and discrimination at a range of levels, including;

- **Advocacy**, to insure that policy and laws do not perpetuate discrimination
- Enacting **policies** in institutional contexts like schools, work places and health care settings
- Promoting **accurate information** and frank dialogue with communities and households
- **Human-interest stories** in the media UNESCO (2003) states that more research and ethnographic work is needed to understand and examine the local dynamics of discrimination and the solidarity that may challenge in different settings.

Similarly, Stroller (1998) pointed out that there is much to learn from social movements of PLWHA, who often develop resistance identities to challenge their marginalization and to redefine their position in society.

### ***2.8 The Language use of HIV/AIDS***

Stigma, prejudices, fear, and misconceptions surrounding HIV/AIDS are only too abundant. The language we use to conceptualize and talk about HIV/AIDS reflects our personal biases and particular understanding (or lack of understanding). At the same time this language also helps shape our own and others attitudes about HIV/AIDS.

One cannot overemphasize, therefore, the ethical importance of the media using appropriate language when covering HIV/AIDS. Appropriate language is constructive, does not fuel stereotypes, and does not cause prejudice (AWMC 2002:19)

According the manual of the African Women's Media Center (2002) there are three main points to consider about language.

- a. It is essential to use language appropriate to the journalist's audience

- b. Language has strong influence on attitude toward HIV/AIDS and people affected by HIV/AIDS. It can be damaging or it can be non judgmental, positive, and constructive. Good media coverage of HIV/AIDS uses neutral, gender- sensitive language.
- c. HIV/AIDS involves highly technical terminology. It is imperative for journalists to “translate” this terminology into ideas and terms that their audiences can readily understand. It is also crucial to ensure that the language used in stories is accurate. Good journalism requires journalists to understand the facts about HIV/AIDS and to get these across to their audiences in ways the audience can understand.

### ***2.9 Sources of Information in Reporting HIV/AIDS***

Creating a list of good information sources is essential for the professional survival of a journalist. According to the Resource Guide on Reporting on HIV/AIDS prepared by African Women’s Media Center (2001:21) because of the complexities surrounding HIV/AIDS journalists need a wide array of sources to provide quotes, background information, explanations of complex aspects or technical details, useful suggestions and leads, new findings or other news, and even contact with other sources. It takes work to locate good information sources.

Nelson (1995) stated that it is important to evaluate sources to determine whether they are credible and respected, whether they have been honest in the information they have provided, and whether they are cooperative. If not, they are not worth keeping as sources.

According to Nelson (1995) there are two important aspects to note about source cooperation. First, for various reasons, many of which are perfectly legitimate potential sources may be afraid of speaking with the media. They or their colleagues may have had experiences with the media. Often this is the result of a gap in communication between the source and the journalist. However, a conscientious and dedicated journalist can and should try, gently and courteously, to encourage cooperation by the source.

Second, journalists often encounter some difficulties in obtaining current information from government sources, especially when reporters seek the latest statistics on HIV/AIDS. Journalists should not be deterred when a government source is not available

### **2.9.1 Types of Sources**

As to AWMC (2002:23) because there are many aspects to HIV/AIDS, the sources of information for stories can be numerous and varied. The following is a useful list of sources organized by general area (human interest, social, health, medical and economic).

- a. Human interest
  - People living with HIV/AIDS
  - Families of people with HIV/AIDS
- b. Social:
  - Community leaders in neighborhoods villages, towns and in Churches and other religious institutions.
  - Activities from human, women's and children's right groups, and AIDS alliances.
- c. Health
  - Health care providers, such as nurses, doctors, counselors, Psychologists etc
  - Service organizations
- d. Medical / Scientific:
  - Researchers at universities, non-governmental organizations and Medical research institutions
- e. Economic
  - Economists from banks, universities & research institutions
  - Employers and workers from factories schools, agriculture, and large and small businesses (AWMC: 2002).

## ***2.10 Conceptual Framework***

### **2.10.1 Participatory Communication Theories**

Participatory approaches have gained considerable importance both for undertaking research and as a strategy for health communication. There are a number of theories or models of participation in which dialogue and local ownership are key elements to successful implementation. The goals when using these models include better community diagnosis of the problem and effective implementation through capacity building and empowerment. For participatory theorists and practitioners development communication required sensitivity to cultural diversity and specific context that were ignored by modernization theories (Gumucio Dragon 2001 in Waisbord 1999). The lack of such sensitivity accounted for the problems and failures of many projects. Experts learnt that development was not restricted to just building roads, piping water, and distributing electricity. Nor was it limited to efforts to increase neither farm yields, nor switching farmers over to cash crops. Many of the agricultural projects failed because farmers were reluctant to abandon their traditional ways for foreign and unknown methods.

Participatory theories considered necessary a redefinition of development communication. One set of definitions stated that it meant the systematic utilization of communication channels and techniques to increase people's participation in development and to inform, motivate, and train rural populations mainly at the grassroots. For others, development communication needed to be human-rather than media-centered. The value of participatory media is not in being instruments of transmission but of communication, that is, for exchanging views and involving members. Community media dealt with various subjects: literacy, health, safety, agricultural productivity, land ownership, gender, and religion.

Community participation through popular theater motivated rural communities to become involved in health care. Participation was credited for the reduction of preventable diseases such as cholera and severe diarrhea after communities constructed infrastructure that helped to improve sanitary conditions situation (Kalipeni and Kamlongera 1996).

Participatory communication identified encouraging participation, stimulating critical thinking and stressing process, rather than specific outcomes associated with modernization and progress, as the main tasks of development communication (Altafin 1991).

Participation might be a good long –term strategy but has shortcomings when applied to short-term and urgent issues. Yet, it was undeniable that local media provided a sense of ownership and participation that was key to sustainable development and could not be replaced by any other strategy.

### **2.10.2. Agenda Setting Theory**

In contrary to participatory communication theory, agenda setting theory focused on the media effect on audiences. The universal role of media is to disseminate educational, informative and entertaining issues to the public. To be able to help in the process of bringing changes in people’s attitudes and experience the media have to set an agenda for particular and important issues. Especially, there are times that media would have the role of diffusing new ideas and innovation by creating awareness. To diffuse new ideas and innovations, the news media have to set a purposeful agenda to disseminate salient information to the target audiences.

Any issue may seem trivial when we hear or read about it for the first time. But if an issue has been raised frequently through the media, the chances increase that people will give attention to it. McCombs and Shaw (1974) cited in Em Griffin (2006:395) believed that the mass media have the ability to transfer the salience of items on their news agendas to the public agenda. The two scholars elaborated that listeners judge important issues what the media judge as important.

Em Griffin stipulated the following in his book, ‘The First Look at Communication Theory’, concerning the function of the media: “ The press may not be successful much of the time in telling people what to think but it is stunningly successful in telling its readers (listeners and viewers) what to think about” (Griffin 2006:396) Another scholar Miller (2005) is also clarifying the importance of agenda setting for the journalist to influence the society by raising an issue. According to him, agenda-setting helps the journalist to bring about societal awareness of important ideas. It is believed

that journalists have the potential to transfer important items to the public agendas. Media agenda is the set of issues addressed by media sources and public agenda is the issues the public considers important.

McLeish (2005) referred to the media's agenda-setting function as the media's initial selection of an item on the basis of it being worthy of coverage. "People will discuss what they hear on the radio and are less likely to be concerned with topics not already given wide currency." (McLeish 2005: 59)

In general, McQuail (2000) defined agenda-setting as "a process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of their significance. As an extension effects on public policy may occur".

The agenda-setting role of the media is relevant to our society. In fact it is much required when it comes to creating awareness on the silent issues such as poverty and HIV/AIDS. It also gives the media power to establish what part of the news or the program is important to the society. The agenda setting theory therefore can make the media some issues more salient (Griffin 2006:402). Media not only set the agenda for what issues, events or candidates are most important but also transfer the salience of specific attributes belonging to those potential objects of interest (ibid 2006:401).

To sum up, the common assumption of agenda setting is the ability of the media to influence the visibility of events by purposely choosing what we see, hear or read in the media.

### **2.10.3 The Mobilization Function of Media**

Having analyzed the normative functions of media, Denis McQuail provides his own, under five headings-information, correlation, continuity, entertainment and Mobilization (Watson 1996). While the other four are also the functions of radio station under study, especially the mobilization function is believed to be relevant for the HIV/AIDS programs vis-à-vis audience reactions. According to McQuail the mobilization

function of media has got to do with campaigning for societal objectives in the sphere of politics, war, economic development, work and sometimes religion. As it is often argued, humanity in general and various communities in particular are at war with HIV/AIDS. Unless people are mobilized by the media and start to involve and act, it is difficult to curb the spread of the virus.

## CHAPTER THREE

This chapter deals with the design of the study, sampling techniques, data collection and data analysis methods.

### *3.1 Method of the study*

A combination of qualitative and quantitative research methods was used. Both primary and secondary data were gathered using different approaches, structured questionnaire being the main data collection tool. In addition in-depth interviews with key- informants and qualitative description of content methods were employed.

I have used both numeric (quantitative) and verbal (qualitative) data to address the problem statement. Content analysis approach was employed as one main method of study.

It would be important to have a measurable element such as the number of letters sent to the radio station. These could be seen as proximate indicators, if not direct, of the level of audience participation. Qualitative content analysis can involve any kind of analysis where communication content (speech, written text, interviews, images...) is categorized and, classified (Krippendorf: 2004). In this study the researcher collected data (letters, call-ins and personal views of listeners sent to the radio station for critical observation. In order to supplement data gathered through critical observation, in-depth interviews were held with program producers, editor, representatives of different associations (women, youth and PLWHA) and representative of Tigray HAPCO(HIV/AIDS Prevention and Control Office).

The researcher also employed a survey method. A survey is a study that collects information by asking people questions. The information collected-the data-is generally numerical and suitable for statistical analysis Shemaaker and Mccombs,(in Stembel III and Westley,(1989:150). There are three basic survey designs: the cross- sectional study, the panel study and the trend study (ibid: 152).Here the researcher used a cross-sectional survey. In a cross-sectional survey, the respondents are interviewed only once, and the data collected provide a snapshot of the population at the time of the field work (ibid: 153). Here, the researcher used a cross-sectional survey to describe the extent to which VORT managed to make HIV/AIDS a priority agenda. Parallel to this, the extent to which audience responded to the stimuli form the radio station will be studied. Such a

purpose can be achieved by collecting information from a sample of the population of Mekelle city. The survey was designed based on primary data generated through the fieldwork, at Mekelle town. The data generated from the quantitative method was analyzed statistically using the SPSS.

### **3.2 Study population and setting**

I have selected Mekele town, which is the capital city of the Regional State of Tigray. According to the new structure of the city, it has a population of 50,000 households living in 8 major Tabias (or Kebeles), (Mengestu Yetbarek: 2006).

According to the 1994 Population and Housing census of Ethiopia, in Mekele town there were about 11,591 radio sets. I have considered the families who are owners of these radio sets as potential regular listeners of VORT.

Gender wise I attempted to involve both male and female respondents. The age of the respondents varied from 15 to 71 years, with an average age of 30. I have also attempted to include members of different ethnic groups that exist in the town. The town was selected due to the following reasons:

a).The transmission of the voice of Tigray is mainly available and the reception is generally good in the town comparing to the other areas of the region.

b).The infrastructure is better and the saturation of telephones is of a higher percentage compared to the other areas of the Region.

c) Members representing a range of the different ethnic groups of the region are living in the town.

### **3.3 Samples.**

The composition of the study sample is an important criterion in the assessment of the external validity of the study. Basic descriptive data about the sample include the following: a definition of the population, specification of the selection method, sample size, and comparative data (if available) to demonstrate the correspondence between sample and population characteristics, Stanford (cited in Stampel and Westley, 1989:176).

In the survey study two Tabias were purposively selected among eight Tabias of Mekele town. In purposive sampling we sample with a purpose in mind. From the 11,591

radio set owners of the town (PHCE, 1994), I have taken 219 respondents who are living in the two *Tabias*. The two kebeles, where the respondents live in, were selected taking into consideration their different levels of economic background and living condition. One of Kebeles, kebele 16, is the place where VORT is stationed. The economic background and living condition of the respondents are better here than the other. The other one, kebele 14, is found about 2 kms away from the radio station. Almost all of the people who here can be categorized as poor or unprivileged. Their revenue was mainly based on income from prostitution and selling domestic beer ('tella'). The two different kebeles were selected by purposive sampling to see if the responses of the research participants could be different even with in one town, though the respondents cannot be representative.

Similarly, I have employed a content analysis method to determine the manifest content of letters, call-ins, and personal views of listeners which were sent by the audience. In the content analysis method, data was collected from the period between December 1, 2007 to May 30, 2007.

The researcher also carried out an in-depth interview with seven personnel, two program producers, and two representatives of different associations, one representative of the PLWHA, one representative of Tigray HAPCO, and one editor-in-chief of the program. Here, formal interviews were carried out with seven persons that the researcher considered to be important respondents for the topic of analysis.

### ***3.4 Sampling Techniques***

In the audience survey to select the required sample, the researcher used purposive sampling technique, to avoid those who do not own a radio set.

The kebeles were selected purposely by taking some factors in to account. The factors include, as we saw above, the economic background and living condition, saturation of telephone networks and the kebeles' proximity to the radio station. The individuals interviewed were selected through radio ownership and listener-ship.

In the qualitative description of content analysis method the researcher selected data from a period of six-month, namely, call-ins, letters, and personal views of listeners, using judge mental or purposeful sampling. The data have been studied in the voice of

Tigray. The six months documents spanning from December 1, 2007 to May 30, 2007 were chosen as samples of the study.

It is known that in the Voice of the Revolution of Tigray, the HIV/AIDS related programs are broadcasted once a week, each Thursday for only forty five minutes. During my stay in Mekelle I tried to study the audience's degree and level of participation in relation to the HIV/AIDS programs of the radio station and their special concern for the programs.

In terms of the in-depth interview method, seven interviewees were selected .The reason for the selecting these persons were linked to their knowledge about the HIV/AIDS programs of the radio station and their special concern for the programs.

### ***3.5 Data collection Instrument***

For this research, I have used a quantitative and qualitative data collection instrument. In the audience survey, I used a questionnaire. The questionnaire has four parts. The first part deals with the demographic information of the respondents. The second part focuses on questions that deal with aspects of participation, the third part focuses on the degree of participation and the fourth focuses on how audible the station is.

Accordingly, the following instruments were developed for collecting survey data in two tabias(sub-urbans) of Mekelle town.

- A four page structured enumeration format for conducting the survey. The method enabled me to register all the views of different people and the result is analyzed using the appropriate computer software.
- In addition an interview guide consisting of various open-ended questions was designed to administer in-depth interviews with selected target respondents.
- The researcher also employed a coding sheet for the content analysis. All interviews were conducted in Tigrigna, the Tigrian national language.

### **3.5.1 Data coding and Editing**

The questionnaire used in this survey was mostly preceded (such as sex is pre coded as male=1 and female=2, etc. The Interviewers had to tick on the corresponding answer that the respondents gave. However, when none of the alternatives listed in a questionnaire corresponded to the response given by the interviewee the field worker has to record that answer as “other” and specify in writing what the respondent said. This procedure was aimed at reducing the magnitude of missing values.

Most editing was done during the fieldwork by the researcher. Nevertheless, a series of post survey editing work was done before data entry. The objective of the post survey editing was to ensure that the information recorded in the questionnaires was in a form suitable for the data entry program set for data processing.

### **3.5.2 Data Entry**

The data management system was handled using SPSS (statistical packages for social scientists) and data was entered to this program. The researcher and one another coder who is an MA student at the Institute for Development Research (IDR) at Addis Ababa University were involved.

Similarly, in the content analysis approach the researcher used the following coding categories.

### ***3.6 Coding categories***

In order to measure the degree and level of audience participation through the coding sheet the following brief descriptions of categories were used.

- Aspects of Participation: Refers to the genre that the type of participation belongs to (letters, call-ins and personal visits).
- Degree of Participation: Refers to which program is most participatory (Educational, News, HIV/AIDS programs, entertainment)
- Participation in terms of age and educational background.
- Participation in terms of social strata
- Participation in terms of sex

- Questions raised by participant's: Types of frequently asked questions (rational, sensational)
- Participation in terms of ethnicity (Tigraway, Kunama and Irob)
- Length of participant's letters and visiting frequency.
- Comparison of participation in relation to HIV/AIDS.
- The focal point of the participant's messages: This refers to the type of participant's questions and opinions.

### **3.7 Procedures**

The researcher traveled to the research site where the target subjects are found. In the audience survey, the researcher used an informant in order to minimize possible time waste. Brief explanation was given to the respondents on how to fill out the questionnaire.

In the content analysis, the researcher examined a six months letters on HIV/AIDS from a period of six months. The researcher also conducted a comparison the degree of participation with other radio programs. Similarly, the researcher also conducted in-depth interview with two program producers, three representatives of different associations, one representative of Tigray HAPCO. The questions asked were to what extent the Voice of Tigray encourages its audience to prevent the spread of HIV/AIDS in Mekele town.

Hence, both qualitative and quantitative information were gathered and audience survey, content analysis and in-depth interview methods were used in this thesis.

### **3.8. Data Analysis methods**

After the coding, an analysis was made using both quantitative and qualitative data analysis methods, descriptive analysis was conducted on the key issues of the survey. Tables were constructed in most of the analysis. The data gathered through the content analysis and in-depth interviews were also analyzed using descriptive and interpretative analysis methods.

## Chapter Four

### 4. Presentation and Analysis of Data

This chapter attempts to analyze data gathered through survey, Content analysis and in-depth interviews. Furthermore the findings from the analysis of quantitative data have been enhanced by qualitative data collected through key informant interviews and content analysis.

#### 4.1. Quantitative Data

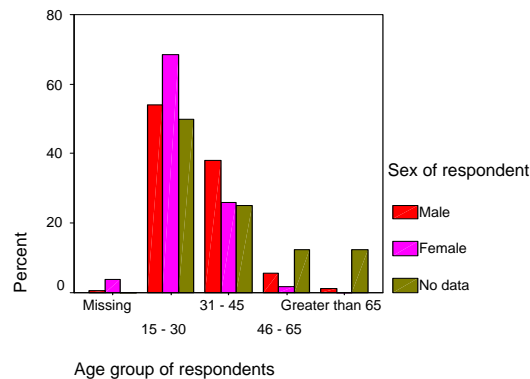
##### 4.1.1 Overall Background of the Respondents

As stated in the methodology, in the survey study, 219 respondents were included. As it was also explained, the study was made in two Kebeles of the town (sub-urban). Out of the respondents, 110 (50.2 percent) were from Kebele 14 and 109 (49.8) were from Kebele 16 of Mekele town.

The age group of respondents varied from 15 to 81 years with a mean age of 30 years. 58.3 percent of the respondents belong to the age group 15-30. 35.2 percent of the respondents are from 31 to 45 years old and 5.1 percent of the total sample belongs to the 46-65 groups. Only 1.4 percent of the total population consists of individuals belonging to the 65 and above category. This has been the typical nature of the age structure of the population of the developing countries.

**Figure 1: Age and Sex distribution of respondents**

#### Graph



Out of the respondents, 157 (71.7 percent) were male and 54 (24.7 percent) were female, and 8(3.7 percent) were not identified in relation to their sex status. Female respondents constitute 24.7 of the total number of 219.

The ethnicity of respondents was also studied and results show that out of the 219 respondents, 84.5 percent are Tigrians, 1.4 percent Kunama, 1.4 percent Amhara, 0.9 Erobe, and 11.9 percent of the total population did not indicate to which ethnicity they belong. The marital status of the respondents was also studied and the results show that 53.0 percent had never been married , 35.2 percent were married, 5.5 percent were divorced , 4.1 widowed and 2.3 percent of the total sample did not fill in their marital status.

The study of the religion the respondents belong to show that 77.6 percent of the respondents were Ethiopian Orthodox believers, 8.2 percent were Muslims , 6.8 percent were Catholic, and 4.1 percent were Protestants. 0.5 percent replied that they did not have any religion and 2.7 percent of the respondents did not write their religion.

The educational level of a person is expected to influence his/her exposure to media such as radio, television and print media. The educational level of the respondents was studied and the following results were obtained. Results show that the educational level varies from illiteracy to university level. 31.1 percent of the respondents had completed secondary school, 26.9 percent could read and write, 15.1 percent had a diploma, 11.0 percent were illiterate, 9.6 percent had completed primary school and 3.7 percent were university degree holders.

The educational status of the respondents in relation to their gender was also studied and the results show that among the illiterate respondents 83.3 percent were male and 12.5 percent were female. While among the people who could read and write 66.1 percent were male and 32.2 percent were female. This variation in gender shows the society's gender inequality. In the group that reported that they had completed primary school 61.9 percent were male and 28.6 percent were females. In addition to this among the respondents who reported that they had completed secondary school 70.6 percent were male and 26.5 percent were female. Similarly, among the respondents who reported

that they had a diploma 75.8 percent were male and 18.2 percent were female. None of the female respondents had a University degree, 3.7 percent of the totality of respondents reported that they had a university degree. It must be emphasized here that there were less female respondents than male respondents and this must of course be taken into consideration when reading these numbers,

As a result of their educational level and other factors, the respondents had different occupations. 23.7 percent were students, 20.1 percent were civil servants, 17.4 percent were non-governmental organizations, 13.2 percent were traders, and 8.7 percent were unemployed. Of all the students 63.5 percent were males and 34.4 were females. Similarly, of all that are engaged in government employment 77.3 were males and 15.9 were females. Moreover, of all the unemployed respondents almost half of the sample was females.

Similarly, of all the civil servant 77.3 percent were male, while 15.9 were females. Similarly, of all that are engaged in trading, 79.3 percent are male. Moreover, almost half of the female respondents were unemployed.

#### 4.1.2 Degree of Audience Participation

##### 4.1.2.1 Frequency of Participation

**Table 4: Listener ship**

**How many times in a week do you listen the HIV/AIDS program of the voice of Tigray**

		Count	Col %
Number of times in a week of listening HIV/AIDS program of the voice of Tigray	Once a week	140	63.9%
	Once in two weeks	43	19.6%
	Twice a month	13	5.9%
	Three times in a month	6	2.7%
	Not at all	11	5.0%
	No data	6	2.7%
Group Total		219	100.0%

As indicated in table 1 above, the question is to understand the frequency of listener ship. Accordingly, out of the total of 219 (100 %) respondents, the majority of the respondents 140 (63.9%) replied that they listened to the HIV/AIDS programs of the Voice of Tigray Revolutionary radio once in a week. On the contrary, 11(5.0%) reported

that they did not listen to the HIV/AIDS programs of the Voice of Tigray Revolutionary radio at all. While 43 respondents (19.6%) replied that they listened to the program once in two weeks. Hence, numerically, the majority of respondents are listeners of the program.

#### 4.1.2.2 Rate of Participation

**Table 5: Rate of participation in “VORT”**

**How do you rate the voice of Tigray on the extent of participating its audience**

		Count	Col %
Rate of participation in the voice of Tigray	Very good	50	22.8%
	Good	126	57.5%
	Satisfactory	26	11.9%
	Fair	11	5.0%
	No data	6	2.7%
Group Total		219	100.0%

This item is designed to know how the audience rates of the HIV/AIDS programs of the “VORT”. Accordingly, as shown in the table above, out of the total 219 (100%) respondents 126 (57.5%) of them responded that the program is good, 50 (22.8) of the respondents replied that the program is very good and 26 (11.9%) of the respondents said that, the program is satisfactory.

According to the table, the majority of the respondents agree that the rate of participation is good.

In terms of gender, of those who responded that they found the program good, 88 (69.8%) were male and 31(24.6%) were female, and of the respondents who said that the program is very good 36(72%) were male and 14(28%) were female. Similarly, of the respondents who reported that the program is satisfactory, 20(76.9%) were male and 6(23.1%) were female.

Similarly, respondents were asked if they are participating in the HIV/AIDS programs by responding to the program makers by writing letters to the radio station. 151(68.9%) of the total respondents replied that they did not participate by writing letters, while 62(28.3) responded that they were participating by writing letters. Moreover; the

researcher was trying to see the findings in terms of age groups. Thus, of all the respondents who wrote letters to the radio station, 126 respondents are aged between 15-30 and 76 respondents are aged from 31-45. Besides, of all the respondents who wrote letters 157 were males, 54 are females and 8 of the total number of respondents did not report about their sex.

When analyzed by the level of education, the majority of the literate respondents reported that they didn't participate by writing a letter to the radio station. Educational level doesn't seem to encourage people to participate in HIV/AIDS programs of VORT through letter writing to any large degree, but to be literate is of course a prerequisite to write a letter at all.

Age wise almost all of the respondents from 15-45 age group didn't participate on the HIV/AIDS programs by writing a letter.

#### 4.1.2.3 Contribution of articles

**Table 6: contribution by writing an article**

**Have you ever directly contributed your experiences and opinion to the HIV/AIDS program by an article?**

		Count	Col %
Contribution directly to the HIV/AIDS program by sharing your experience & taughts in an article	Yes	60	27.4%
	No	153	69.9%
	No data	6	2.7%
Group Total		219	100.0%

This item is designed to know the extent of audience contribution in writing articles (scripts) about their experiences in relation to the HIV/AIDS programs. Accordingly, 153 (69.9 percent) of the respondents replied that, they did not directly contribute with their experiences, 60 (27.4 percent) of the respondents said that they are contributing with articles and share their experiences. In terms of age group, among the respondents aged between 15-30, 87(69 percent) respondents replied that they did not contribute, while 35(27.8 percent) respondents reported that they are contributing. Similarly, among the respondents aged between 31-45, 59 (77.6 percent) said they did not contribute, whereas 16(21.1%) replied they did.

Thus, the results show that there is a weak link between the audience and the program producers regarding the encouragement of participation in terms of writing letters and articles.

Respondents were asked if they participated in HIV/AIDS campaigns. According to the survey respondents, 173(79%) respondents stated that they did not participate in the HIV/AIDS campaigns undertaken by the radio station. 46 (21%) respondents reported that they did participate in these campaigns. In terms of gender, within the group that did not participate in such campaigns 126 (72.8%) were male respondents and 43 (24.9%) were female. When we consider the age group of the respondents, among the respondents aged between 15-30, 106 (84.1%) and respondents aged between 31-45, 58 (76.3%) of the total population reported that they did not participate in the campaign undertaken by the radio station. Hence, the degree of participation in the HIV/AIDS campaigns organized by the radio station shows to be rather poor.

The respondents were also asked to give their opinion about the HIV/AIDS programs “VORT”. According to the survey, 162 (73.9%) of respondents stated that they found the program educational and informative, 32 (14.6%) respondents reported that they found the message of the programs to be unclear. And 17 (7.7%) respondents replied that they felt that the program stigmatized people living with HIV/AIDS.

### 4.1.3 Levels of Participation

#### 4.1.3.1 Program elements

**Table 7: Respondents Views about the program**

**If you are frequent listener of the HIV/AIDS program, your view to the program**

	Count	Col %
Informative	78	35.6%
Interesting	61	27.9%
Participatory	60	27.4%
All	7	3.2%
Informative but not interesting	12	5.5%
No data	1	.5%
Group Total	219	100.0%

As indicated in the table above, 78 (35.6%) of the respondents answered that the HIV/AIDS programs broadcasted by “VORT” were informative, 61 (27.9%) replied that the programs were interesting and again 60(27.4%) respondents said that the programs invited the listeners to participate. Of all the respondents, 48 (61.5%) aged between 15-30 and 22 (28.2%) aged between 31-45 reported that the program was informative. Similarly, 34 (55.7%) of respondent aged between 15-30 and 25(41%) of respondents aged between31-45 answered that the program was interesting. In terms of gender, among the group that stated that the HIV/AIDS program broadcasted by “VORT” was informative 56(71.6%) were male and 20(25.6%) were female, and among the group that responded that the program was interesting 45(73.8%) were male and 10(16.4) were female .Besides, within the group that stated that the program was made in a manner that invited to participation 40(66.7%) were male and 20(33.3%) were female . Again, here it must be noted that many more men responded to the questionnaires than women, and this bias is also reflected here.

#### 4.1.3.2 Way of presentation

**Table 8: Respondents level of satisfaction**

**Your satisfaction level on the media producers program.**

	Count	Col %
High	30	13.7%
Medium	176	80.4%
Low	12	5.5%
No data	1	.5%
Group Total	219	100.0%

The purpose of this question is to examine the level of satisfaction among the audience regarding the way of program preparation by the program producers. Accordingly, of all the total population, 176(80.4%) of the respondents stated that, their satisfaction level have been high and 30(13.7%) of the respondents reported that it was high. Twelve of the total number of respondents (5.5%) said that their satisfaction level had been rated as low. In terms of age, 104(82.5%) respondents aged between15-30, stated that their satisfaction level had been medium, and similarly, 63(82.9%) aged between31-45 said their satisfaction had been medium. Based on gender, within the group that their satisfaction level had been moderate 125(71%) were male and 43(24.4%)

were female,. Similarly, of all the respondents who said they found the programming moderately satisfactory, 57(83.8%) of them had completed secondary school and 48(81.4%) could read and write.

#### 4.1.3.3 Allocation of Time

**Table 9: About the time allocation of VORT**

**Is the one hour in a week enough for the program**

	Count	Col %
Yes	44	20.1%
No	159	72.6%
No data	16	7.3%
Group Total	219	100.0%

This item is intended to assess whether there is enough air time allocated to the "VORT". Accordingly, out of the total 219(100%) of the respondents, 159(72.6%) replied that the air time allocated for the program was not enough. 44(20.1%) respondents reported that the air time coverage was enough. and 16(7.3%) of the total number of respondents did not respond to this question. In terms of age, 97(61.8%) aged between 15-30 and 55(35%) replied that the air time allocated to the program was not enough. Education wise, 51(32.1%) of the respondents who replied the time dedicated to "VORT" was not enough, had completed secondary school, 42(26.4%) said they could read and write.

Thus, the above data show that most of the respondents found that the air time coverage needs additional time.

#### 4.1.3.4 Type of Feedback on production and presenters

Respondents were asked about their opinion on the presentation and production of the HIV/AIDS programs of VORT, this question studies whether there is a drawback in relation to the content coverage with regarding to listener perception and the ability to satisfy the need of the audience. Based on this, out of the total 219(100%) respondents, 108(49.3%) have answered that they would give the producers both criticism and appreciation and 88(40.2%) of them again replied that they would give merely

appreciation. 23(10.5%) respondents said that they would give criticism only. In terms of age, 58(46%) of respondents aged between 15-30 and 22(28.9%) aged between 31-45, said that they would give appreciation and 56(44.4%) of respondents aged between 15-30 and 46(60.5%) aged between 31-45 said they would give both appreciation and criticism. In terms of gender, within the group that stated that they would express both appreciation and criticism 77(71.3%) were male and 28(25.9%) were female, whereas within the group that would mainly express appreciation towards the program makers 63(71.6%) were male and 20(22.7%) were female. Within the group that said they would mainly express criticism, 17(73.9%) were male and 6(26.1%) were female... Yet again it must be noted that more men responded than females and that these numbers must be read in light of that fact, One can conclude that even if many of the respondents found that the program needs improvement, there was a large degree of positive feed back too.

#### 4.1.3.5 Realities of HIV/AIDS

**Table 10: Responses to the coverage of HIV/AIDS**

**Do you think the realities of HIV/AIDS on the ground are reflected by the media.**

		Count	Col %
Do you think the media is transmitting the reality on the ground	Well	70	32.0%
	Moderately	130	59.4%
	No	12	5.5%
	Hard to report	6	2.7%
	No data	1	.5%
Group Total		219	100.0%

As indicated in the table above, the purpose of the question is to understand the effectiveness of the HIV/AIDS programs of “VORT” as the listeners perceive it. Accordingly, out of the total 219(100) respondents, 130(59.4%) replied that the realities of HIV/AIDS on the ground are not well reflected by the media. On the other hand, 70 (32%) of the respondents said that the issues of HIV/AIDS on the ground are reflected well.

And 12(5.5%) reported that the HIV/AIDS programs did not reflected the realities on the ground. 6(2.7%) said it is hard to report such realities. In terms of age, 74(58.7%) aged between 15-30 and 51(67.1%) aged between 31-45 respondents said the

realities of HIV/AIDS on the ground was reflected moderately well in the radio programs in question, and 42(33.3%) of respondents aged between 15-30 and 19(25%) aged between 31-45 found that the issues were reflected well.

Thus the data indicate that, the radio program needs to qualitatively improve its coverage regarding HIV/AIDS to satisfy its listeners, but also that quite a large number of the listeners appreciated how the HIV/AIDS reality was reflected.

#### 4.1.3.6 Contribution of the radio program

**Table 11: Responses if the program is helpful to PLWHA**

**Do you think the program is supportive in terms of social & health improvement to the people who are living with HIV/AIDS.**

		Count	Col %
Do you think the program helps your social relationships & health improvement if you were affected by HIV/AIDS	helpful	94	42.9%
	moderately	105	47.9%
	not at all	12	5.5%
	discouraging	2	.9%
	No data	6	2.7%
Group Total		219	100.0%

The purpose of this question is to examine the HIV/AIDS program of “VORT” support in terms of information that may lead to social and health improvement to the people who are living with HIV/AIDS. Accordingly, 105(47.0%) respondents stated that, the program helps people living with HIV/AIDS in a moderate manner, 94(42.9%) responded that the program is helpful in this regard. On another dimension, 12(5.5%) said that it does not help the people affected and 2(0.9%) find the program to be discouraging. In terms of age, 65(51.6%) respondents aged between 15-30 and 34(44.7%) aged between 31-45 reported that the program help people living with HIV/AIDS in a moderate manner. Similarly, 51(40.5%) respondents aged between 15-30 and 35(46.1%) aged between 31-45 conceived the program as helpful.

### 4.1.3.7 Professional Inputs of the Media

**Table 12: Responses about professional in puts**

**Do the media use professional inputs.**

		Count	Col %
Do the media use professional inputs	Yes	68	31.1%
	No	129	58.9%
	No data	22	10.0%
Group Total		219	100.0%

As indicated in the table above, this question’s aim is to increase the understanding about whether the listeners feel that the programs make use of professional input. Thus, 129(58.9%) of the respondents reported that they felt that the programs did not use professional inputs while 68(31.1%) of respondents said that they felt that the programs used professional inputs.

22(10%) of the respondents did not state their views in relation to this question. In relation to the educational level, among the respondents who answered “the media (the radio program) did not use professional inputs”, 38(29.5%) of them could write and read, similarly 38(29.5) respondents have completed secondary school. Moreover, among the respondents who answered” the media use professional inputs “22(32.4%) and 16(23.5%) reported that they had completed secondary school and they could read and write accordingly.

### 4.1.3.8 Type of Professional Input

The respondents were asked about the type of professional inputs “VORT” use. 83(37.9%) of the respondents replied that the program in question uses all the above professionals (doctors, psychologists, health officers, nurses). 62(28.3%) stated that the program uses health officers and 27(12.3%) said the program uses doctors only. In terms of age groups 40(31.7%) respondents aged 15-30 and 40(52.6%) respondents aged 31-45 stated that the program used professional inputs, while, 40(37.7) respondents aged between 15-30 and 15(19.7%) reported that the program used professional inputs.

#### 4.1.3.9 Frequency of Professional Appearance

The respondents were also asked about how they found the frequency of professional's appearance in the radio station. 125(57.1%) of the total respondents stated that professionals related to HIV/AIDS appear on the air once in a week and 52(23.7%) of respondents replied that professionals appear on the air once in a month. Similarly 26(11.9%) of the total respondents said that professionals appear on the air once in two weeks. It is the assumption of this thesis that it is very important to invite professionals to get the facts you broadcast right and consistently.

#### 4.1.3.10 Type of people participating in the radio station

Identifying the type of people participating in the radio station was also a point of concern of the survey. Accordingly, 76(34.7%) of the total respondents reported that those who are vulnerable to the virus were participating in the radio station. A significant proportion of respondents 75(34.2%) reported that those who live with the virus were participating in the radio station. 38 (17.4 percent) of the respondents said that those who are in between of the above category and 22(10 percent) said that those who believe that they are free were participating in the station. These numbers show that people who are vulnerable to the virus and those who are HIV positive are more concerned and more contributors to the station than those who think that they are free from the virus.

#### 4.1.3.11 Ethnic Participation

**Table 13: Participation in relation to ethnicity**

Which ethnic group are most participant.

		Count	Col %
Who are the most participant in the voice of Tigray	Tigray	199	90.9%
	Kunama	6	2.7%
	Erob	1	.5%
	All	6	2.7%
	No data	7	3.2%
Group Total		219	100.0%

As indicated in the table above, the aim of asking this question was to get a better understanding of the level of ethnic participation among the respondents. Out of the total 219(100 percent) respondents, 90.9 percent were Tigrays, 6(2.7 percent) Kunama, 1(0.5

percent), 6(2.7 percent). And 7(3.2 percent) of the total respondents did not report their ethnic identity.

#### **4.1.3.12 Listener-ship**

37 percent of the population reported that they frequently listen to sport, 25 percent of the total respondents reported that they frequently listen to news, 19.6 of the respondents said that they frequently listen to the other programs of the radio station (health and others). In terms of age group, 53(42.1%) of respondents aged between 15-30 and 24(31.6%) of respondents aged between 31- 45, reported that they frequently listen to sport. And 25 (19.8%) respondents aged between 15-30 and 21(27.6%) respondents aged between 31-45 stated that they frequently listen to news. In terms of their educational level, 25(36.8 %) secondary school complete respondents reported that they frequently listen to sport and 20(33.9%) of the respondents who read and write reported that they frequently listen to news. Similarly, 20(33.9%) of the literate respondents reported that they frequently listen to the Agriculture and Environmental Protection Programs.

From the evidence given, the majority of respondents are audience of sport and news programs at the regional radio.

#### **4.1.4 Audibility of the station**

##### **4.1.4.1 Its distribution**

The coverage of the radio station to the audience was also studied. 75.3 percent of the population reported that the radio station's coverage is medium. 13.2 percent reported that there is high coverage and 10 percent reported that the coverage is low.

The power of a transmitter was a critical component in the distance quality of radio service delivered. As a result, audience could shift to the other alternative stations without any compromise. Therefore, it is timely for the radio station to maintain the transmitter if it wants to reach as many listeners as possible.

##### **4.1.4.2 Knowledge of Languages**

In Tigray region three languages are spoken, Tigrinya, Kunama, and Irobe. The knowledge of languages that are spoken in the actual region was also studied and results

show that 193(88.1) of the respondents reported that they did not know all the languages spoken in the region.

In terms of education, 57(29.5 %) of the respondents who have completed secondary school said they did not know all the languages spoken in the region. Similarly, 55(28.5%) of the respondents who could read and write stated that they did not know all the languages spoken in their region. Besides, 32(16.6%) Diploma and 7(3.6%) Degree holders also said that they did not know the languages spoken in their region. Most of them know the Tigrigna language. This percentages show that the participants are limited to those Tigrigna speaking ,while those who speak Kunama and Irobe languages have very limited participation due to the station's area of focus regarding language. In my opinion this can restrict the power to encourage participation.

#### **4.1.4.3 Listening to Different Radio Stations**

The reason why people listen to other radio stations was also another concern of the survey. Here, unfortunately as much as, 99(64.8%) of the respondents did not give their response, 27(12.3 %) of those answering said the programs of other radio stations are relatively better than that of “VORT” (especially the programs of Radio Fana, Dimtse Hafash Eritrea are in a better position).15(6.8%) said the News of “VORT” was not up-to date, and 16(7.3%) reported that they listen to other media alternatives just for the sake of music.12(5.5%) of respondents stated that they did not find the programs of the “VORT” attractive.2(0.9 5) of the total respondents reported that they only listen to the “VORT”.

In terms of age group, 73(57.9%) of respondents aged between 15-30 and 55(72.4%) respondents aged between31-45 did not give their response.19 (15.1 percent) of the respondents aged between15-30 and 8(10.5 percent) of respondents aged between 31-45 said that they did not find the program of “VORT” attractive. Thirteen (10.3 percent) of the respondents aged between15-30 stated that they look for other alternatives just for the sake of music. And nine (7.1 percent) of respondents aged between 15 30 said that the news of “VORT” is not up-to-date.

In terms of education, 46(78 percent) of respondents who read and write and 20(83.3percent) who are illiterate did not fill in their response. And 12(17.6 percent) of respondents who had completed their secondary school and 6(18.2 percent of diploma

holders said the competing radio programs are relatively better than that of the VORT”. Similarly 6 (8.8 percent) who had completed secondary school and 7(21.2 percent) diploma holders reported that they listen to other media mainly for the sake of music.

## 4.2 QUALIATIVE METHOD

### 4.2.1. Content Analysis of Data

#### 4.2.1.1. Audience Participation

As it is stated at the beginning of the study, the research project tries to study to what extent the Voice of the Revolutionary Tigray allows its audiences to participate in combating the spread of HIV/AIDS. In this respect the researcher tries to see if the radio station encourages a dialogue between the broadcasters and its listeners on HIV/AIDS topics by making listeners to call into the radio station or write letters.

To examine the extent of audience participation in “VORT”, four questions were examined forwarded. These were:

1. The total number of letters, call-ins and visitors (listeners’) Views.
2. The feedback the station collects.
3. Participation in terms of age, sex, education, social strata.

4. The extent of audience participation in the HIV/AIDS program in relation to the other programs of the radio station. The extent of audience participation by the radio station is studied based on several elements, including the total number of letters, call-ins, and views in person.

The study focuses on six months documents (namely letters, call-ins, and personal views) spanning from Dec2007-May 2007.

#### 4.2.1.1(A) Total number of letters, call-ins and visitors views

##### A). Total number of letters

**Table-14) Total number of letters sent to “VORT”**

Programs	Quantity of letters received	Percent of total amount of letters

Netsa reeto (Free views)	386	16.7
Deb Fekere (Love letters)	582	25.2
Tehadeso(Art)	196	8.5
Meretsa Derefe(Songs)	998	43.3
Afaws(Medecin)	50	2.1
Menaesay(youth)	45	1.95
BahelenKankan (Cultural)	9	0.39
Nedametse (On HIV/AIDS)	16	0.6
Segenat( for kids)	20	0.08
Geteratena (Rural based)	1	0.04
Teezebete(Feedback)	2	0.08
Total	2302	

❖ **Source: Own Content Analysis Results**

Based on the above table, during the six months of research period the number of letters sent directly to the radio station programs listed in order of numbers of letters received.

- Meretsa Derefe(songs)
- Debdabetat Fikri(love letters)
- Netsa Reato(free views)
- Tehadeso (art)
- Afaws (medecin)
- Menaisey (youth)
- Nemehar Nedammetse (on HIV/AIDS)
- Bahelen Kankan (cultural)

Segenat (kids)

Teezebete (feedback)

Geteratena (rural based)

The above table shows the quantity of letters sent to the radio station during the above mentioned span of time. During this time a total of 2302 letters were sent. Surprisingly, among those letters 43.3 percent which accounts 998 letters were in relation to the music program, while 0.6 percent which accounts to only 16 letters were sent to the HIV program. According to my informant who is a program producer of the station, one of the main aims of the station is to let the audience participate openly and frequently on the HIV program. But the research findings show that the aim of the station is not fulfilled. It shows that the audience is more interested in entertaining writing letters to the program dealing with the hot issue of HIV/AIDS. So, according to the number of letters sent to the Voice of Revolutionary Tigray (VORT) audience give prior emphasis to entertaining programs compared to the other programs related to health, history, cultural and other social, political and economic issues. The audience's first, second and fourth emphasis were on programs different from our topic (Nemehar Nedammetse and Nenber). Based on these numbers we can argue that there seems to be a need to maximize listener involvement in the topic of HIV/AIDS.

#### **4.2.1.1 (B) Call-in messages**

Call-ins (Phone-in programs) are increasingly popular, as access to telephone spreads in the region. Listeners take notice of advice on health problems, which they believe might be relevant to them. When we see the experience in "VORT" I did not find such kind of learning methodology for all listeners. There is no question and answer phoned live from listeners like several of the other programs.

#### **4.2.1.1 (C) Visitors Views**

I have found only two and in complete recorded views of participants in the "VORT". The views were not clear to which type of program they were addressing.

#### ***4.2.1.2. The Feedback the station collects***

Of all the total of 2302 letters (poems, scripts) sent to the radio station 16 (0.6%) were HIV/AIDS messages to the radio topic called Nemehar, Nedammetse and Nenber (lets learn, listen and live).

In this case, about 75 percent of the letters written to the program of HIV/AIDS suggested that,

**4.2.1.2.1.** Most of the contents and messages of the programs were rational, such as the benefit of using condoms, the advantage of open discussions and other similar ideas were forwarded. For example some of the letters say:

*“Of all the issues we should give priority to the issue of HIV/AIDS, we should discuss openly. I am a victim of the virus, I was using un safe sex with different partners, after I knew I was positive for HIV I was shocked, I did not tell to anybody else for months, but later after I get counseling I decided to tell and teach people so that they will not face the same problem.” Ato Abrha Tadesse’s letter from Makalle.*

People should give prior emphasis to health says Samuel Gebre:

*“Malaria and d HIV/AIDS are killing many lives, but people do not seem to have a concern about their health issues, the medium should give prior emphasis to the problems.”*

- Everybody should participate in the fight against HIV/AIDS says Tesfay Teklay:  
*“Citizens should participate in fighting stigma and discrimination against PLWHA (People Living with HIV/AIDS) and affected families.”*

Everybody should give prior emphasis to blood checking in the time of marriage (when getting married).Ato Temesgen Hagos’s letter from Makalle says as follows

*“People should have a blood test in order to know whether they are positive or negative for HIV. Especially those who are to be married, should have a blood test before marriage, this saves both partners and their future children”*

Everybody should participate in promoting legal rights of PLWHA. Says Teklay Mamo:

*“The owner of the house I live has ordered me to leave the house after he knew I am positive for HIV, we need a legal protection.*

On the contrary, 25 percent of the letters sent to the program indicate that, Journalists should get up-to-date and local information from specialists about the issue of HIV/AIDS. Excerpts from the letter sent by Hagos Berhe,

*“I am always worried about the virus, I want to hear more about it, what solutions are found so far to cure the infected people, what latest medicines are found and others, I want your station to tell us the latest developments in the world regarding the HIV/AIDS.”*

Journalists should educate the people consistently about the dangers of HIV/AIDS: says Teferi Belay

*“Your programmes on HIV/AIDS are not consistently aired to the audience, you should make some improvements”.*

Negative social attitudes are making the people not to give their blood tested says Mussie Legesse a teacher from Mekale,

*“People see to those voluntarily blood testing persons as if they are positive for HIV/AIDS, this impression is hampering people from going to health centers for treatment, you should make interviews with experts.”*

#### ***4.2.1.3 Tones of the letters and programmes***

Generally the letters sent to the radio station show that the audience is more interested in the entertaining programs rather than the educational ones. And those who sent

letters to the HIV/AIDS radio program have some similar tones, the similarity shows that the people are very worried about the pandemic; most of them need more information about HIV/AIDS and they comment that the journalists working on the radio station should bring more and latest information about HIV/AIDS to the audience.

The nature of audience letters show that the radio station has to monitor its audience's awareness of the station's HIV/AIDS program. The number of letters that had been sent to the HIV/AIDS program is only 0.6 percent of the total amount of letters to the station; this can be evidence of how many listeners the program reaches. The radio station's main aim according to the editor-in-chief of the program Solomon Abadi is "to address and empower the concept of the audience regarding the HIV/AIDS pandemic and let them participate in the program". In light of this, it is amazing that the research findings show that the number of people participating in relation to the program is limited. This depicts that the radio station has to revise the program materials so as to meet the demands of its audience.

#### ***4.2.1.3 Participation in age, sex, education, social strata, and ethnicity.***

From the answers of the respondents the researcher found that ninety percent of the listeners who participate actively in terms of writing letters to the radio program are between 26 and 35 years old. In terms of educational level 75 percent of the participants have completed secondary school. Interestingly 25 percent of the participants are people living with HIV/AIDS (PLWHA). Besides that, 75 percent of the participants, who write letters or call in to the program ( Nemehar, Nedametse and Nenber) are students and teachers. In terms of gender, among the 16(100 percent) letters studied i found no female respondent. This implies that the gender inequality is reflected in media participation too. There seems to be a need for the producers of the radio program to search for new manners to attract female participation too, not least since even more women than men

are affected by the disease and it often has larger implications on the lives of women as they are the primary responsible of children. When we see participation in terms of ethnic belonging, 16(100) of the total population of active respondents belong to Tigraway. This indicates that the majority of the total population is still dominant even in media participation.

#### ***4.2.1.4. HIV/AIDS program participation and average space***

When we see the number of participants in relation to HIV/AIDS programs compared to the other radio programs, the study result indicates that it is too low and the content of most of the letters is focusing on entertaining programs. The average length of the letters is seventeen sentences and six paragraphs long.

### ***4.3 Qualitative data***

#### **4.3.1 In-depth interviews**

The in-depth interviews involved seven informants with different socio-demographic backgrounds. Informants were grouped into major categories as program producers, Editor-in-chief, representatives of different associations and Office of HIV/AIDS prevention and Control (please see Annex-----).

A semi-structured interview guide was used to get the views of informants on questions designed based on the objectives of the study.

#### **4.3.1 Media Practitioners**

##### ***4.3.1.1 Story Ideas for the Program***

According to the informants who belonged to the group of media practitioners they get story ideas from an interview with PLWHA, HIV/AIDS Secretariat Office of the regional Government, Wereda HIV/AIDS Secretariat, Women and Youth Associations, Written materials (such as Poems, letters from audiences, fictions and scripts) and from Newspapers ,books, internet ...etc.(As to informants 1&4).

*We gather ideas and issues on HIV/AIDS by communicating with PLWHA, medical journals, regional HIV/AIDS Secretariat office, NGOs working on the issue, OSA, Path*

*finder, Regional Health Bureau, Red Cross and Clubs (Informant 2, Mekelle, 30 May 2007).*

*Ideas are forwarded to us by the audience, HIV positive people, those who take retroviral, Medicine Desmond (NGO). We also search from internet and Horn of Africa Press Institute (Informant 5, Mekelle, and 30May, 2007).*

#### **4.3.1.2 Programs Broadcasted in the past Six months**

Informant number 1 said that, the radio station broadcasted good experiences based on HIV/AIDS from regional states, the continent of Africa in order to be a lesson to the audience. The informant said that in the past six months the radio station broadcasted a variety of interviews, magazine programs, poems, an interaction between participants, short writing, music's...etc. Another informant (2) said that among the programs which have been transmitted in the past six months, interview with those who voluntarily carried out HIV/AIDS blood test especially teachers and model schools .There were also interviews with those who are working on the issue, PLWHA, and with people who give HIV/AIDS service house to house.

Another key informant (3) was of the opinion that HIV programs of the Voice of the Revolutionary Tigray are good, but not frequents enough. Due to the shortage of finance of our institution it is not able to produce its own program. In the starting time the programs were shocking, because they were so sensational and stigmatizing, but now the informant argued that there had been an improvement. There seems to be an increasing awareness among the people that HIV/AIDS is not the only killer but there are also other diseases, poverty and even backward traditions and beliefs. According to this informant there is also more focus on the fact that it is possible to live with HIV/AIDS.

Another informant, who was representative of PLWHA in Tigray said that the radio programs tell the people that it is the entire population's tasks to stop HIV/AIDS .He continued:" The producers have good contact with us .When we invite them to cover our programs they addressed them properly. But it is better if there is a live discussion and

the time allocated for the program is not enough. It needs additional hours “(Informant 3, representative of PLWHA in Tigray). Another key informant (4) and media practitioner said that:

*I appreciate the station has given an airtime for HIV/AIDS issues. But when I compare it with FM Addis, I feel that it needs additional works. It has to start live discussions. It has some limitations in giving latest technological information's to the youth. Through different media the youth get latest information before the radio station aired them. The society has its own values, so the media should concentrate on them (30 May 2007, Mekelle).*

Another informant on her part said:

*The programs which are broadcasted from “VORT” have been very encouraging, but it has a limitation in participation of the audience. In our city the main cause of the spread of HIV/AIDS is poverty. When we see the situation of poverty in our city even in our region the problem lies in women. So the radio has to work on this in order to tackle the spread of HIV/AIDS in our city or region (Informant 6, May 29, 2007, Mekelle).*

#### **4.3.1.3 Audience Feedback about the Programs of “VORT”**

Explaining how they get the audience feedback about the programs they produce, an informant said:

*We receive feedbacks from audience mostly through letters and few people present their comments by calling and coming to the radio station physically. Mostly we receive constructive comments and feedbacks. They criticize the wrong perceptions of the people. Some of the comments demand the improvements in presentation (Informant1, May 30, 2007.Mekelle).*

Informant 2 replied that:

*We get through letters, phone calls and audience research. We get comments on our word usage such as on the view of program producers, looking HIV as epidemic, as flame, considering victims as hopeless. We gave trainings to our producers and there is some improvement”. Informant 2, May 30, 2007, Mekelle)*

Another informant, the program producer of the program suggested:

*Most of the comments call to stop discrimination, and indicate that we can stop HIV/AIDS. They call young sisters to abstain from sex or to be firm with only and only one sexual partner (Informant 5, May 30, 1, 2007, Mekelle).*

#### **4.3.1.4 Messages sent to “VORT”**

Another informant (2) said that the content of the letters mostly focus on warnings.

*In the letters of our audiences mostly the messages focus on educating. But we are able understand that the society view HIV/AIDS in an exaggerated manner. It did not consider it as a normal disease. But we are working to consider it as normal as other disease, (Informant 1, May 30,, 2007, Mekelle).*

#### **4.3.1.5 Challenges in Producing HIV/AIDS Programs**

One of the HIV/AIDS Program producers of “VORT” said:

*Especially when we invite HIV/AIDS victims and patients for an interview, they complain that as there is a fund that comes for them, but they are not the beneficiaries so that, they refuse to give an interview. Then they request a payment from the journalist”. According to the informant if the fund is not correctly reaching them, it is going to be an obstacle to the awareness creation. (Informant, May1, 30, 2007).*

Another key informant (2) who is working as editor-in-chief of the program said the programs are not attractive and entertaining enough. Some of the People Living with HIV/AIDS (PLWHA) are not volunteer to mention their names.

We have the problem of capacity, shortage of information and dedication said (informant 5). This shows that the radio station has started the program with un adequate capacity, available resource and information to run the program in order to solve the social evils regarding the HIV/AIDS epidemic. This has got an impact on alleviating the degree of participation of the audience.

#### **4.3.1.6 The Interest of the Radio in Producing HIV/AIDS Programs**

The program producers and editor-in-chief of the program told the researcher that they are working to fulfill the interest of the media and regional government policies regarding HIV/AIDS.

According to some of the informants (1, 2, 5),

*“VORT” has made a year long agreement with Tigray HAPCO to disseminate HIV/AIDS messages through the radio, 45 minutes a week. The grand total of the program is 741,600 birr. As to the interviewee, the radio station pushes them to focus on three issues. To be Abstain, Practice with only one sexual partner and to use Condoms. It pushes them to conclude their programs with these three issues.*

Informant 2 described how they took the plan of the regional secretariat office of HIV/AIDS and implement it. Informant 1 said that in the beginning the programs were stigmatizing and stereotyping the affected of HIV/AIDS, but that later a direction was given that the approach should have to focus on awareness creation, and that the people should understand that a person with HIV/AIDS can live long.

#### ***4.3.1.7 Mechanism to Check Program Effectiveness***

According to informant (1) the radio station has carried out an audience research. In addition to this when reporters dispatched for fieldwork to Woredas (sub-region) they gather audience comments .The audience said the radio transmission is not clearly audible. Informant (2) also said:

*We check our program effectiveness through audience feedbacks and sometimes through research. But our audience research has been week .The radio station implement audience research once in two or three years. This should be improved. In another dimension, we evaluate our performance in the educational department meetings.*

#### ***4.3.1.8 Relationship with the Regional Government***

According to informant 4,( a program producer), the radio station has a very strong bond with the regional state. In the past, the head of the HIV/AIDS secretariat board was the head of the regional state. But now the chief of the health bureau is the chairperson of the board. Informant 2 also described that they have a good relation with both.

The Regional State of Tigray expresses its view on the program through the regional health bureau. But there is no direct contact with the radio station. The station works with the regional HIV/AIDS secretariat office.

The regional state works with the health bureau .Even though; there is no common evaluating session informant1 said.

## **CHAPTER FIVE**

### **5. Discussion**

In this study the researcher used three methods to assess the extent of audience participation on the HIV/AIDS programs of VORT. These methods are Survey, content analysis and in-depth interview. According to the participatory communication theory audience should participate even from the beginning of issue selection up to managerial decisions. On the contrary, the theories like agenda setting focused on media effects rather than the active participation of audience. With in this frame work, the study indicated that the audience of VORT has not participated directly as it is ideally expected in participatory communication theories. Rather the audience of VORT has participated only through letters in order to give their opinions and comments to the already settled agenda of the radio station.

As to the study result, the degree of audience participation has shown that the majority of the respondents participate by writing a letter to the radio station, but they listen to the HIV/AIDS program once in a week. While in the content analysis method the data shows that among the 2302 letters sent to the VORT with in six months, most of the letters were focusing on entertaining and programs related to entertainment. In the view of the media related informants, even if the audience participation is low among the comments the most concern of the audience focus on the quality of the programs and journalistic approach.

The study also depicts that the audience in general has got a good sense of appreciation to the media, but when it comes to the programs related to the HIV/AIDS the degree and level of participation found to be very low. This shows the media's management and program producers have a lot to do to meet the demand of the audience. And the core messages sent by the audience regarding the HIV/AIDS programs showed

an interest that they want to see a well addressing and audible radio station. The comment of the audience mostly deals with what the station has to do regarding updating the capacity of its staff ,transmission of current and updated information, avoiding stigmatization, give more air time to the issue, and help avoiding negative social attitudes towards PLWHA and volunteer blood test.

The participation of the audience to the radio programs can take many forms, such as a toll free call-ins, letters, availability of personal visiting, and etc. As the study shows the VORT is most accessible to the audience by the way of posting written letters. This is time consuming. This effect shows that the station is most behind the technology and the updated reaction of the audience. The station seems to be far behind the consciousness of its audience.

The data collected regarding phone-ins with in a six months period, only two phone-in calls were found, and those were not clear to label them to which category the station programs they belong. This can be a good instance of the poor documentation system of the VORT.

In case of appreciating the better participating segment of the population, the study shows that high school students, teachers and people living with HIV/AIDS are active participants in the program the radio station broadcasts regarding HIV/AIDS.

## CHAPTER SIX

### 6. Conclusion and Recommendations

#### 6.1 Conclusion

AIDS is an enormous development challenge. We know that it has had catastrophic consequences for the struggling economies of countries including Ethiopia. It has proved to be a continental and a national tragedy with far reaching implications for millions of families and communities. Despite massive efforts to reach the Ethiopian public, mass media's educational communication programs have not benefited all citizens. In consequence many continue to fall prey to the virus and its devastating outcomes. HIV/AIDS communication programs aim to provide information and raise awareness of issues that brings about positive attitudinal and behavioral changes.

The study was conducted in attempt to see the extent of audience participation on the HIV/AIDS programs of the Voice of the Revolution of Tigray. Four research questions were formulated based on the objectives of the study. They request: to what extent the degree of audience participation is, what part of the society do most participating audience belong to, aspects of audience participation and comparison of program participations among HIV/AIDS programs and others.

The following data was collected by purposive sampling from 219 residents of Kebele 14 and Kebele 16 of the Mekelle City through questionnaires administered by enumerators. A content analysis method was also employed to study the quantity (number of letters, call-ins and personal visitors view in "VORT") using coders. And in-depth interviews were held. The following is the summary of the findings:

- In the quantitative data it was indicated that the majority of the respondents (63.9%) found that they listen the HIV/AIDS programs of the "VORT" once in a week.
- In terms of rate of participation in "VORT", above half of the respondents (57.5%) indicate that the program is good.
- Of all the total respondents the majority (68.9%) said that they did not participating by writing a letter to "VORT".

- In the Content Analysis Method, among the total number of letters sent to the “VORT” in the past six months(2302) ,43.3 percent were directly written to the entertainment program called Meretsa Derefe(music selection),Debdabetat Fekeri(letters of love) has got the second position(25.2%), and the third is Netsa Reato( Free Opinion) has got 16.7 percent. The fourth is Tehadeso(entertainment) has got 8,5 percent. The first, second and fourth emphasis of the audience is on entertaining programs.
- The majority of the respondents are aged between 15-30 years and the majority of the participants are students, teachers and PLWHA.
- There are three forms (ways) of audience participation practices in the radio station, but the researcher did not found recorded listeners views through call-ins and personal visiting in the radio station.
- Data analysis also suggested that 69.8 percent of the total population did not directly contributing their experiences and opinions in an article.
- The study also detected that the majority of the respondents did not participated in the HIV/AIDS campaigns undertaken by the radio station
- The majority of the respondents found that the air time allocated for the program is not enough (72%).It needs additional time.
- 90.9 percent of the participants of the radio have been Tigraway.
- The majority of the respondents indicated that they frequently listen Sport (37%). 25.1 percent of the respondents said they frequently listen to News. This indicates that the medium had made a mistake towards stigmatization is paying it now, paving a way to entertaining programs such as sport. Based on those findings the researcher has arrived at the following conclusions:
- The Voice of the Revolution of Tigray(VORT) is a radio station that has a significant number of audiences. By releasing timely and reliable information as well as programs on the prevention of the spread of HIV/AIDS, it is beginning to play an encouraging role.
- Basically, the degree and extent of audience participation on the HIV/AIDS programs through letters, call-ins and physical visits is too weak. The level of participation of the various segments of the society is also too low. In addition to

this, the qualities of the programs are a critical component in radio to have a large number of audiences. So, giving prior to the quality of contents, and addressing the listeners in a very entertaining way is significant.

- The other point is, regarding time coverage of the HIV/AIDS programs. The time given to HIV/AIDS programs is very limited compared to the other programs. Among the total 52 hours a week programs of VORT only 45 minutes is allocated for HIV/AIDS programs. So, the distribution of the time needs to be seriously revised.
- One important thing is that, the people of Tigray seem believe most of the information broadcasted by “VORT”. Due to war time close relationship among the people and TPLF, at he people attended programs of “VORT”. So, having this potential “VORT” is a means to confront the health and social challenges posed by HIV/AIDS.
- The level of participation of other ethnic groups (Erobe and Kunamigna) is also considered too low.

## ***6.2. Recommendations***

Based on the analysis and interpretation of the data, the following points are recommended.

1. The audience survey result shows that “VORT” is beginning to play an encouraging role in preventing the spread of HIV/AIDS in Mekelle town.
2. The HIV/AIDS programs have to be designed and redesigned in a way that the public can participate strongly, by establishing participatory program formats(Spots, Mini-dialogues, Mini-dramas, Interviews, Magazine, Oral testimony, Phone-ins, etc.).
3. The survey has shown us that there is a need to improve the proportion of the respondents that listen to the HIV/AIDS programs of VORT. For that continuous improvement of the quality of services is needed. To improve the quality of services, the capacity of the journalists has to be improved. So, continuous upgrading trainings must be given to the journalists; both

- short term and long-term trainings. It has also to give training on how radio can be most effectively used to enhance HIV/AIDS communication
4. In order to place the radio station in a better position it should encourage its listeners to participate in the HIV/AIDS programs by establishing participatory formats (phone-ins, letters and E-mails, Visitors views, suggestion boxes, toll-free phone numbers.
  5. In order to make the HIV/AIDS programs of “VORT” to have more Listeners its performance should be based on the preference of its audience’s demands. This helps the program to be listened and to increase the number of participants to the program.
  6. The radio station has to develop the capacity of the staff with the help experts and partners to get the facts broadcast right consistently by Consulting organizations and experts. This can help to convey appropriate messages to the public and enhances public participation to the station.
  7. The radio station has to play a significant role in increasing awareness by putting the ideas of the people to its agenda for discussion and action.
  8. The community conversation initiative that has been already started in Mekelle town and other woredas are encouraging. It, however, needs to be scaled up.
  9. During the arm struggle “VORT has served for two decades in a very Successful way and has mobilized the public towards the desired goal. Because of this, there is a high expectation from the public that the radio station has to perform qualitatively better way in preventing the spread of HIV/AIDS in Mekele as well as in the region.
  10. There seems to be a loose relationship among the program producers and sponsors regarding the degree and level of audience participation.
  11. The media management has to establish a feedback mechanism and an audience research wing. This may help to improve the medium with genuine audience reactions.

## Bibliography

Adam G., Harford N. (1999). *The Essential Handbook. Radio and HIV/AIDS: Making a Difference. A Guide for Radio Practitioners, Health Workers and Donors.* Geneva: UNAIDS, Media Action International.

Anteneh Mekuria. (2006). *The nature and magnitude of HIV/AIDS coverage in two Ethiopian Amharic news papers.* Addis Zemen and Addis Admas. MA Thesis.

AWMC. (2003). *Reporting on HIV/AIDS in Africa: A manual.* Dakar. Ponty.

Berhe T. et al. (2004). *War and HIV/AIDS Prevalence evidence from Tigray Ethiopia. For Justice Africa Governance and HIV/AIDS Initiative.* Unpublished material.

Dean. (2004). "The Context of Communication for Development". Paper Presented at the 9<sup>th</sup> UN Round Table on Communication for Development. 6-9 September 2004, Rome. At [WWW.Communicationfor-socialchange.org/pdf/govndtable.doc](http://WWW.Communicationfor-socialchange.org/pdf/govndtable.doc).

Freire, P. (1972). *Pedagogy of the Oppressed.* (Translated by Myra Bergman Ramos) Harmondsworth, Middlesex: Penguin Books.

Getachew Dinku, (2006). *Survey of Cultural Appropriateness of HIV/AIDS Communication: The case of Gumuz Ethnic Group.* Addis Ababa: SJC.

Griffin E. (2006). *Communication, A first out look at communication theory,* 6<sup>th</sup> edition, McGraw-Hill Higher Education, America, New York.

ICFJ (1990). *Getting the Story. Unit 1. The Basics of Professional Journalism: Reporting, Writing, and Editing,* (Reston, VA: ICFJ).

Interview with Ato Mengestu Yetbarek. (2007). *About the Structure of the Mekelle City Administration.*

Kinfe Aberha. (2005). *A Final Report of the Audience Survey on the Radio UNMEE Program in Tigray Ethiopia,* Mekelle University.

Krippendorff, K. (2004). *The purpose of Content Analysis (internet source)* (File: content analysis-Wikipedia).

McCombs M. and Shaw D. (1977). *The Emergence of American Political Issues.* New York. West Publishing Co, 1977. (<http://www.jstor.org/>).

McLeish, R. (2005), *Radio Production, fifth edition,* published on Focal Press. Netherlands.

MOH (2006).AIDS in Ethiopia: Sixth Report, Addis Ababa: Ministry of Health, Disease prevention and Control office Department.

MOH (2004).AIDS in Ethiopia, Fifth Report. Addis Ababa: Ministry of Health Disease Prevention and Control Department.

McQuail D(2000).Mass Communication Theory, fourth edition, SAGE Publication Limited, London.

Miller .(2005).Communication Theories: Perspectives, Processes, and Contexts,2<sup>nd</sup> edition. New York: McGrand-Hill.

Muluwork Kidanemariam.(1995).Opinion on the Programs of VORT, Unpublished material.

Nelson, P.(1995).Ten Practical Tips for Environmental Reporting.Reston,VA:Center for Foreign Journalists and World Wide Fund for Nature.

Panos(2006).Breaking barriers. Effective Communication for Universal access to HIV Prevention, treatment, care and support by 2010.London: Panos.

Parker, et al. (2002).HIV/AIDS related stigma and discrimination; a conceptual framework and an agenda for action .Horizons Program, New York; Population Council.

Perkins, N and Mulyanga, S. (2005).My Right to Belong.Stories of Stigma re-education efforts across Africa,Nairobi:Action Aid International Africa.\

Singhal, A. and Rogers, E.(2003).Combating AIDS: Communications Strategies in Action New Delhi:Sage Publications.

Servaes J. (1999).Communication for Development: One World, Multiple Cultures. New Jersey: Hampton Press.

Servaes, J. and et al. (1996).Participatory Communication for Social Change. New Delhi. Sage Publications.

Stake, R.E. (1995).The art of case study research. Thousand Onks, CA; Sage.

Stemmel, G .and Westley, B. (1989).Research Methods in Mass Communication. Prentice Hall-New Jersey.

Strategic Plan of Tigray HAPCO.(1998-2002 E.C). Prevention and Control Office of HIV/AIDS IN Tigray Region (Unpublished material).

Stroller, N-(1998), Lessons from the Damned: queers, whores and junkies respond to AIDS, New York: Rowlledge.

Tambiah, S. (1997). *Leveling Crowds: Ethno Nationalist Conflicts and Collective Violence in South Asia*, New Delhi: Vistaar Publications.

Tigray Region Health Bureau, (2005). *HIV/AIDS Situation in Tigray*. Un Published material.

UNDP, up scaling Community Conversations: [www.et.undp.org/hiv](http://www.et.undp.org/hiv)

UNESCO (2003), *HIV/AIDS Stigma and Discrimination: An Anthropological approach*, Proceedings of round table held on 29 November 2002, Paris: UNESCO.

Waisbord, S. (2005). *Family Tree of Theories, Methodologies and Strategies in Development*. Prepared for the Rockefeller Foundation.

Watson, C (1996) *Turn on, Tune in Find out* (Capital, Radio Kampala), Nursing Times.

Yin, R.K.(1984). *Case Study Research :Design and Methods*. Newbury Park, CA: Sage.

## **Appendix VI : Names of the Interviewees**

A program producer, Voice of Revolution of Tigray, Hagazi Weldu ,May 30,2007,Mekele).

A senior programmer, Voice of Revolution of Tigray, Tsegay Hadush,May 30,2007,Mekele.

Editor in-chief of The Voice of the Revolution of Tigray, Solomon Abadi,May 29,2007,Mekele.

Head of Tigray region PLWHA,Ato Hailemariam Kiflay,May 30,2007,Mekele.

Chair Person of Tigray Youth Association,Aberha G/wahid,May 30,2007,Mekele.

Dupty Chairperson of Tigray Womens's Association,W/ro Kiros Hagos,May 29,2007,Mekele.

Representative of Tigray HAPCO, Ato Werede Ameleale,May 29,2007.





PART ONE – Identification/ Demographics

- 1.1. Name of respondent's Kebele -----
- 1.2. Age -----
- 1.3. Sex ( circle) 1. male 2. female
- 1.4. Ethnic group -----
- 1.5. Marital -----
- 1.6. Religion -----
- 1. Orthodox Christian
  - 2. Catholic Christian
  - 3. Protestant
  - 4. Muslim
  - 5. Other ( Specify) -----
- 1.7. Education Status
- 1. Not able to read and write
  - 2. Read and write
  - 3. Grade Completed
- 1.8. Occupation? ( Specify) -----

**PART TWO – ASPECTS OF PARTICIPAATION**

- 2.1. How many times a week do you listen to the HIV/ AIDS programs of the voice of Tigray?
- 1. Once a week
  - 2. Once in two weeks
  - 3. Twice is a month
  - 4. Three times in a month
  - 5. Not at all
- 2.2. How much is the Voice of Tigray open for participation its audience?
- 2.3. Have you ever contracted a letter focusing on HIV/ AIDS to the Voice of Tigray?
- 1. Yes
  - 2. No

- 2.4. Have you ever contributed directly to the HIV/ AIDS programs of the voice of Tigray by sharing your experiences and taught in an article?
- 2.5. Have you ever participated in HIV/ AIDS campaigns undertaken by the radio station?
1. Yes                      2. No
- 2.6. What is your opinion about the HIV/ AIDS programs of the voice of Tigray?
1. It was educational and informative
2. The messages of the programs were not clear.
3. That made people living with the HIV/ AIDS get stigmatized
4. others ( specify)

### **PART THREE – DEGREE OF PARTICIPAATION**

- 3.1. If you are frequently listener to the HIV/ AIDS programs by the voice of Tigray do you think it is :
1. Informative   2. Interesting
3. Participatory      4. All.              5. Informative but not interesting
- 3.2. How satisfactorily is the media producers report audible?
- 3.3. Do you think the air time given to the program which is one hour with in a week is enough ?
1. Yes                                      2. No
- 3.4. If you get an access to meet the program producers face to face what do you think will be your suggestion?
1. Give critique      2. Appreciation      3. both a and b   4. Nothing
- 3.5. Do you think true stories of HIV/ AIDS which are built in society are told by the media?
1. told well      2. Moderately told      3. Untold      4. hared to report
- 3.6. Do you think the program helps your social relationships and health improvement if you were affected by HIV/ HIDS?
1. Helpful      2. Moderately              3. Not at all      4. discouraging
- 3.7. Do the media use professional inputs?

- 3.8. If 'yes' who they are?
1. Doctors                      2. Psychologists  
3. Health officers            4. Nurses            5. All
- 3.9. How frequently do they appear on air?
1. Once in a week              2. Once in a month  
3. Once in two week            4. Once in a year
- 3.10. How much affected by HIV/ AIDS people are contacting the station?
1. Those who are infected  
2. Those who are the virtue of infection  
3. Those who are in between
- 3.11. Of all the nationalities of Tigray, whom are most Participating?
- 

**PART FOUR: COVERAGE OF THE STATION**

- 4.1. To What extent the radio station reach the audience?
1. High            2. Medium    3. Low
- 4.2. Do you really access the languages spoken around the region?
1. Yes            2. No
- 4.3. If ' Yes ' who they are?
1. Kunama    2. Erobe            3. Afar            4. All  
5. a and b    6. a and c            7. b and c
- 4.4. Why are people listening to other media alternatives like Ethiopia Radio, Radio? Fana , etc?
- 
-

## CODING SHEET

1. Code number           -----
2. Date month 1 year   -----
3. Total number of       -----

Letters	Call -ins	Visitors views

4. of all the feed back comes to the station what percent is related to HIV/AIDS programs?
5. What sense of questions does audience frequently ask?

Rational	Emotional

6. Participation in age education

Rich	Poor	PLWH	The affectionate

7. What part of the society is mostly participating?
8. participation in sex
  - a) Males-----

b) Females -----

9. Audience participation in kebele

10. Of all the nationalities of Tigray who are most participation?  
his/ her writing & speaking stable appears. To be

	Lettres	call ins	Visitors views
a) Tigraway	-----	-----	-----
b) Kunama	-----	-----	-----
c) Urobe	-----	-----	-----

11. Avarge

Sentence	Paragraph

12. How much is the HIV/AIDS programme Patrice pant id relation  
to the other programs of the radio station?

High	Medium	Low

13. The Content of the letters call ins and visitors views could be  
calcified

Polliical	Health (HIV)	Other Social issue