



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



**ADDIS ABABA UNIVERSITY**

**GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION**

**CRISIS COMMUNICATION STRATEGIES DURING**

**THE COVID-19 PANDEMIC**

**THE CASE OF ETHIOPIAN NATIONAL ASSOCIATION OF THE BLIND (ENAB)**

**BY**

**BESHADA OBSSIE**

**OCTOBER, 2021**

**ADDIS ABABA ETHIOPIA**

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

**CRISIS COMMUNICATION STRATEGIES DURING**  
**THE COVID-19 PANDEMIC**

**THE CASE OF**  
**ETHIOPIAN NATIONAL ASSOCIATION OF THE BLIND (ENAB)**

**By**

**Beshada Obsie**

A thesis submitted to Addis Ababa University, Graduate School of Journalism and Communication in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication

Advisor:- Teshager Shiferaw (PhD)

**October, 2021**

**Addis Ababa**

**DECLARATION**

I, the undersigned, Beshada Obsie declare that this is my original work. It has not been presented for any other university and that all sources of materials use for the thesis have been duly acknowledged.

Name: Beshada Obsie

Signature: \_\_\_\_\_

October, 2021

Approval of Board of Examiners

\_\_\_\_\_

Chairman, Department Graduate Committee      Signature      Date

\_\_\_\_\_

Advisor      Signature      Date

\_\_\_\_\_

Internal examiner (Name)      Signature      Date

\_\_\_\_\_

External examiner (Name)      Signature      Date

## **Acknowledgment**

I am grateful for the guidance and valuable insights of my advisor Dr. Teshager Shiferaw thank you for all the time and energy you were willing to devote and courage me.

I would like to thanks all my instructors for their courageous words and follow-up that gives me a power in my day today activities in the compound.

I want to thank all the participants of the study, my assistants, my data collector Biruk, Mr. Sebsibie Yilma, Mr. Binyam Sahle and other representatives of organizations who were generous with their time and information.

My thanks goes to my classmates in our time for all your concern and the motivations. Thank You So Much. I am indebted to many individuals without their support this research would not have been possible.

Special thanks goes to my wife, W/o Messeret Teshome, and my children, Yerosen Beshada and Horenus Beshada , whose kindness and support in my life is unmatched, God Bless You!!!

## **Dedication**

This research is dedicated to all blinds in Ethiopia!!!

## Table of Contents

	Page
Acknowledgment .....	i
Dedication .....	ii
Table of Contents .....	iii
List of Table .....	v
List of Figures .....	vi
List of Acronyms .....	vii
Abstract .....	viii
Definitions of Terms .....	ix
CHAPTER ONE .....	1
I. INTRODUCTION .....	1
1.1 Background of the Study .....	1
1.2 Statement of the Problem .....	3
1.3 Objective of the Study .....	5
1.3.1 General Objectives .....	5
1.3.2 Specific Objectives .....	5
1.4 Research Questions .....	5
1.5 Significance of the study .....	5
1.6 Scope of the study .....	6
1.7 Limitations of the Study .....	6
1.8 Organization of the Study .....	6
CHAPTER TWO .....	7
REVIEWS OF RELATED LITERATURE AND THEORETICAL FRAMEWORKS .....	7
2.1 Definition of Crisis .....	7
2.2 Crisis Situation .....	8
2.3 Crisis Communication .....	9
2.4 Crisis Communication Management .....	10
2.5 Crisis Communication Strategies .....	11
2.6 Methods of Communication .....	12
2.6.1 Information Education Communication (IEC) Materials .....	12
2.6.2 Behavior Change Communication (BCC) .....	12
2.7 Theoretical Frameworks .....	13
2.7.1 Situational Crisis Communication Theory (SCCT) .....	13
2.7.2 Framing .....	14
2.7.3 Social Marketing .....	15
CHAPTER THREE .....	17
RESEARCH METHODOLOGY .....	17
3. Introductions .....	17
3.1 Research Design .....	17
3.1.1 Quantitative research method .....	17
3.1.2 Qualitative research method .....	17
3.2 Participants of the Study .....	18

3.3 Sampling Techniques and Procedures.....	18
3.4 Data Source and Instruments of Collection.....	18
3.4.1 Data Source.....	18
3.4.2 Data collection procedure.....	18
3.4.3 Instruments of Data Collection.....	19
3.4.3.1 Questionnaire.....	19
3.4.3.2 In depth Individual Interview.....	19
3.4.3.3 Focus Group Discussion.....	20
3.5 Data Processing and Presentation.....	20
3.6 Validity and reliability.....	21
3.7 Ethical considerations.....	21
CHAPTER FOUR.....	22
DATA PRESENTATION, ANALYSIS AND SUMMARY OF FINDINGS.....	22
4. Introduction.....	22
4.1 Background of Respondents.....	22
4.1.1 Respondents by Sex.....	22
4.1.2 Respondents by Age.....	22
4.1.3 Educational Status of Respondents.....	24
4.1.4 Respondents Marital Status.....	24
4.1.5 Respondents Occupation.....	25
4.1.6 Respondents Experience of ENAB.....	26
4.2 ENAB tendency towards visually impaired members.....	26
4.2.1 Members of ENAB participate in information sharing with ENAB.....	26
4.2.2. Members of ENAB have satisfactory information of Covid 19.....	27
4.2.3. Recognizing statements and attitudes about COVID 19.....	29
4.2.4. Social life relationship with others can expose to COVID 19.....	30
4.2.5. Visually impaired members discussion about COVID 19 in ENAB.....	31
4.2.6 Government rules and regulations of COVID 19 considered blinds.....	32
4.2.7 Social distancing and hand washing difficulties to blinds.....	33
4.2.8 ENAB shares information about COVID 19.....	34
4.2.9 ENAB Disseminates Information in Crisis Time for Blinds.....	35
4.2.10 ENAB delivers necessary information to blinds.....	37
4.3 Initial Response to Covid 19 crisis at ENAB.....	37
4.4 Aptitude towards Crisis handling of ENAB.....	38
4.5 Uncertainty of Covid 19 crisis in ENAB.....	39
4.6 Summary of Findings.....	41
CHAPTER FIVE.....	43
CONCLUSION AND RECOMMENDATIONS.....	43
5. Introductions.....	43
5.1 Conclusions.....	43
5.2 Recommendations.....	44
References.....	45
Appendices.....	49

## List of Table

	Page
Table 1: Respondents Sex (N = 40) .....	22
Table 2: Respondents Marital Status (N = 40).....	24
Table 3: Members information sharing with ENAB(N=40).....	27
Table 4: Members of ENAB have satisfactory information of Covid 19 (N=40) .....	28
Table 5: Recognizing statements and attitudes about COVID 19 (N=40) .....	29
Table 6: Social life relationship with others can expose to COVID 19 (N=40) .....	30
Table 7: Visually impaired members discussion about COVID 19 in ENAB(N=40).....	31
Table 8: Government rules and regulations of COVID 19 considered blinds (N=40) .....	32
Table 9: Social distancing and hand washing difficulties to blinds (N=40) .....	33
Table 10: ENAB shares information about COVID 19(N=40) .....	34
Table 11: ENAB disseminates information in crisis time for blinds(N=40) .....	35
Table 12: ENAB delivers necessary information to blinds(N=40).....	37

## **List of Figures**

	Page
Figure 1: Respondents Age .....	23
Figure 2: Respondents educational status (N = 40) .....	24
Figure 3: Occupation of respondents (N = 40) .....	25
Figure 4: Respondents Experience of ENAB (N = 40).....	26

## **List of Acronyms**

- BCC - Behavior Change Communication
- ENAB - Ethiopian National Association of the Blind
- FGD - Focus Group Discussion
- IEC - Information Education Communication
- SCCT - Situational Crisis Communication Theory

## **Abstract**

*The main objective of the study was to assess "Crisis Communication Strategies During The Covid-19 Pandemic The Case Of Ethiopian National Association of The Blind (ENAB)". The study examined the participation of blind members in ENAB for their day to day practices of life. The study assessed how ENAB is communicating with blinds in their ways of life as the organization represents blind citizens in the country. The study also have seen the information sharing process, opportunities and challenges for blind members in their ENAB experience. Data was collected using mixed (qualitative and quantitative) methods. Questionnaire, In-Depth Interview and Focus Group Discussion was deployed in the study during May 2021. The findings of the study showed that all respondents 40 (100%) and focus group participants claims there is a gap in communication of ENAB with its members in this crisis situation of COVID 19. Mainly, active members participating in ENAB compound are youths. Most of respondents 67.5%, and FGD Participant members didn't participate in information sharing with ENAB. The study reveals that ENAB head office is the central hub of communication for blinds from all walks of blinds' life. ENAB has no clear crisis communication strategy in order to handle the corona virus crisis properly. The study shows that most of respondents and FGD participants think ENAB has communication problems and didn't deliver necessary information to blinds. The study reveals ENAB as an organization has no crisis management teams, plan and strategy to communicate with its members appropriately. The study reveals most respondents and FGD Participants believe that ENAB didn't perform its duties as they expect to handle corona virus crisis and other issues related to blinds that have to be addressed properly. The study reveals the current handling of corona virus crisis communication of ENAB with blinds have a negative attitude from its blind active members. Members feel doubting and ignored. The study shows respondents and FGD participants claim ENAB has messed them in an initial time of COVID 19 in Ethiopia. Respondents and FGD Participants believe that they are using other information channels to get information about COVID 19. The study revealed that members don't trust and wait ENAB in crisis time like COVID 19. Finally, despite recognizing the necessity of ENAB for blind citizens; ENAB didn't perform as much as needed in crisis situations. Therefore, it needs proper crisis communication strategy plan and team in crisis time. More attention and leadership quality is evaluated and necessary in crisis time. Proper supervision, evaluation and capacity building is essential from different stakeholders, ENAB members, researchers, institutions and policy makers.*

**Key words :** Crisis situations, Crisis communication, Crisis communication Strategy

## **Definitions of Terms**

**The definition of the following terms in the study is followed as:**

- Blind –unable to see because of injury, disease or a congenital condition.
- Blind- Visually impaired
- Braille – a form of written language for blind people, in which characters are represented by patterns of raised dots that are felt with the fingertips.
- COVID 19 – is an infectious disease caused by a newly discovered coronavirus.
- Visual impairment – is a term use to describe any kind of vision loss, whether it's someone who cannot see at all or someone who has partial vision loss.
- White Cane – is a long cane that helps someone with low vision or vision loss navigate and avoid obstacles on the road.

# **CHAPTER ONE**

## **I. INTRODUCTION**

### **1.1 Background of the Study**

World Health Organization (WHO) has announced “corona virus disease 2019” (abbreviated COVID-19) as a global crisis that needs global response and declared a Public Health Emergency of International Concern (PHEIC) on 30 January, 2020. That means it requires 24-hour monitoring, deployment of medical staff, equipment and medicines, daily discussions with affected countries and countries who might be affected, and of course, a steady stream of reliable information for an anxious world desperate for immediate answers. The current COVID-19 pandemic is having a major impact on our daily lives. Social distancing is one of the measures that have been implemented with the aim of slowing the spread of the disease, but it is difficult for blind people to perform with this.

Several measures are currently in place to slow the spread of the COVID-19 pandemic. One of these measures, named social distancing or physical distancing, aims to prevent the transmission of the disease by keeping a minimum physical distance between people.

According to WHO (2020), the COVID-19 transmission is believed to occur via respiratory droplets from coughing and sneezing, as with other respiratory pathogens, including influenza and rhinovirus. Virus released in respiratory secretions can infect other individuals via direct contact with mucous membranes.

The Covid-19 pandemic is a global societal shock which is unique to our modern lifetime in this twenty first century. Many organizations have been under pressure to respond to the crisis, even those with established in a very good practical business manner. Ethiopian National Association for The Blind is one of the organizations having great responsibilities about blind citizens in Ethiopia with other stakeholders in many forms of the visually impaired community with the society. While in most situations sighted people can assist the visually impaired persons. As a blind person, we visually impaired people are unable to perceive the distance between ourselves and nearby persons. This situation negatively impacts the ability of blind people to navigate public environments and interact with society. Failure to respect social distancing marks that we can't see and other new rules and regulations consequence to COVID-19 often leads to disagreement with others. But this is not always the case, and it creates stressful situations occur on a regular basis.

Crisis communication is the communication during an outbreak when people need to know exactly what to do if they are affected and how to protect themselves and others. Effective communications is vital to prevent surges of low risk patients blocking medical infrastructures and to prevent the further transmission of the disease by enabling people to adopt. During an outbreak, time is short and crisis communication therefore needs to be concise and often unidirectional. Crisis communication is a very important aspect of strategic management, which stands as a fundamental among other crisis management set of functions. In a broader manner, crisis communication can be understood as a process of gathering and processing of relevant information about a crisis to share with relevant publics (Coombs, 2010).

In fast-moving and uncertain situations, many leaders face questions they may not even have answers to. The corona virus disease COVID-19 outbreak has led government officials and policy makers to rely in different communication models for estimating the potential magnitude of COVID-19 patient volume, particularly at the local peak of the epidemic, in order to make containment and resource planning decisions.

The International Health Regulations (IHR 2005) have been developed to help all countries better prepare and respond to public health emergencies of international concerns. The importance of risk communication is recognized as one of the eight core capacities in the successful management of infectious diseases and other public health risks both in terms of gathering intelligence, and in enabling the functional flow of information, communication and coordination.

During the past year of 2020 and now, many countries and territories around the world have enforced lockdowns of varying degrees. Some include total movement control while others have enforced restrictions based on time. Mostly, only essential businesses are allowed to remain open. The updated data of WHO statistics on 19<sup>th</sup> February, 2021 shows that in the World: COVID 19 case is found in 216 countries, areas or territories. 109,997,288 confirmed cases and 2,435,145 confirmed deaths are counted.

During a public health emergency time is very short. Important information, communication and coordination tasks such as identifying public communication focal points and stakeholders, developing and implementing reliable communication structures should be in place to allow systematic and coherent crisis communication and management. This study

analyzes the ways how Ethiopian National Association for The Blind handles the corona virus 19 crisis times in its crisis communication strategies in different ways of channels communication to overcome this difficult time.

## **1.2 Statement of the Problem**

The Ethiopian National Association of the Blind (ENAB) was established in 1960 with its major objective to advance the respect of the universal human rights, equal opportunities and full participation of blind Ethiopians ([www.ethionab.org](http://www.ethionab.org)). ENAB is the first association of persons with disability in Ethiopia; it has more than 12,000 active members and 32 branch offices in 5 regions and 2 administrative cities. In its fifty five years of operation, it has been performing various activities, among which education is the one that the association is highly engaged in.

A Corona virus /COVID-19/ pandemic is threatening to aggravate major existing challenges on visually impaired or blind peoples on transportation, information, delivery services, educational activities, social services, working area facilities and many other social interactions in Ethiopia. Ethiopians in most areas of cities are living together from different ethnic groups, family background, life style, education, and work experience.

As an individual we have our own unique characteristics and intention in the social life. Above all, as low vision and blindness individuals, we use touch much more things than the average person. In the same reason, using many shared services that our society deliver for us, we can be just as in danger when it comes to being in contact with someone who might be infected.

The Ethiopian government announced the first case of the corona virus on 13<sup>th</sup> of March 2020. As of 19<sup>th</sup> of February 2021, Ethiopian authorities had confirmed total laboratory test conducted number 2,076,898 total confirmed cases of corona virus 151,016, total recovered number 130,566, and 2,259 deaths in the country. The people who receive the message will focus their attentions on those factors when forming their opinions and making judgments (Druckman, 2001).

Regarding the information about COVID-19 protections, regulations are challenging for city and rural communities of visually impaired peoples. In recent times, Ethiopian authorities

have also decreased learning days of students in schools and universities, banned large gatherings and are promoting people to use face mask, social distancing and hand washing to protect people from the virus. A failure to meet expectations, an expectation gap, is problematic for organizations (Reichart, 2003).

Practicing social distancing by avoiding large gatherings and maintaining distance from others are almost impossible and mainly unknown. Evidence based guidance for decision making in a crisis must be supported by scientific evidence from empirical research rather than personal preference and unscientific experience (Rousseau, 2006).

Whether it's using a cane or touching tactile signs and Braille, blinds rely on activities that aren't exactly conducive to social distancing. Soap, sanitizers and clean water are not readily available for many blind people. Most of the people in the city area perceived that if you get a fever or cough; consider whether you might have COVID-19, depending on where you live, your travel history, and other exposures.

All of the regions are seeing some level of community spread of COVID-19. The blind and visually impaired are an especially vulnerable population not only when it comes to COVID-19 but to the isolation that comes with it. According to health professionals' experience, most people who get the virus have mild illness and are able to recover at home without medical care or die without knowing the disease.

Social distancing, stay home orders, washing hands and using face mask and other imagery information about COVID-19 are major challenges of life for many individuals in the visual impaired or blind communities. Lack of proper information from ENAB to its members at this crisis time is another problem. Negative emotions can cause stakeholders to lash out at an organization (engage in negative word of mouth) or to sever interactions with the organization (Coombs and Holladay, 2004).

There is a communication gap about the pandemic between stakeholder organizations and the public of The Ethiopian National Association of the Blind (ENAB). Therefore, the study assesses the crisis communication strategies of ENAB with its members during the pandemic COVID-19 period. Prior relational reputation is unfavorable if the organization has a history of treating stakeholders badly (Porritt, 2005).

### **1.3 Objective of the Study**

#### **1.3.1 General Objectives**

The general objective of the study aims to assess the crisis communication strategies and activities of ENAB during the corona virus pandemic crisis when most usual things have changed in a fragile situation of COVID-19.

#### **1.3.2 Specific Objectives**

The specific objectives of the study are:

1. Explore the how ENAB addresses COVID-19 issues in this critical time.
2. Assess the challenges of communication of ENAB with the blind members of the association during the COVID 19 crisis situations.
3. Examine the crisis response strategies of ENAB during the COVID-19 crisis and the role of the strategies.

### **1.4 Research Questions**

The research will try to answers to the following main questions:

1. How the ENAB addresses COVID-19 issues in this critical time?
2. What challenges are the blind citizens facing in the communication strategies of ENAB in the case of COVID-19 pandemic crisis?
3. Does the ENAB employ crisis communication strategies?

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

This research attempts to examine the crisis communication strategy of ENAB within its blind members at the head quarter. The research would be significant in providing insight into blind community communication problems regarding COVID -19 situations.

Therefore, ENAB and blind members of ENAB could learn from the challenges and make themselves ready to more crisis situation by their side and put some pressure on the government to make things better by its side. The study also contributes to an academic understanding of the blind community issue in Ethiopia. On the other hand the research can also be used a resource for any upcoming research on the issue.

## **1.6 Scope of the study**

According to the informant from ENAB, ENAB is a hub of blinds at the head office in Addis Ababa. The organization facilitates services approximately 150 visually impaired members per day. The research is generally designed to analyze the crisis communication strategies of ENAB during the COVID 19 crisis time. The study does not include other professionals and their practice as well as regional offices to make the research manageable. Therefore, the study is delimited to the head office of ENAB.

## **1.7 Limitations of the Study**

The questionnaire was arranged by local Amharic language which is acceptable for all respondents. Interview and focus group discussion was conducted in Amharic. This made translation vital, even though it is difficult for some complex ideas that need to be carefully written to Braille paper first and translate to English. As a result, the ideas of respondents, the content of the interview and focus group discussion was paraphrased and interpreted to keep the original sense.

This research has faced hindrances in the course of conducting the study. The problems were lack of documents and other prior research works on covid-19 crisis at country level. Time constraint in collecting, analyzing and interpreting the data. Other problems were related to personal assistant, data organizer and proof reader of printed papers. The researcher has taken different measures to solve the problems as much as possible.

## **1.8 Organization of the Study**

This study consists of five chapters. The first chapter gives an introduction on background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study. The second chapter deals with reviews the literatures. The third chapter presents discussions on the methodology employed to conduct this study. The fourth chapter discusses the analysis, presentation of the data and summary of major findings. Finally, chapter five provides the conclusion and recommendations.

## CHAPTER TWO

### REVIEWS OF RELATED LITERATURE AND THEORETICAL FRAMEWORKS

#### 2.1 Definition of Crisis

Many scholars based on their knowledge and perception have defined crisis. For instance, Coombs (2007) defined crisis as an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes. Crisis communication is the communication between the organization and its publics prior to, during and after the negative occurrences (Fearn-Bank, 2007).

In other definition, the scholar tries to describe crisis with three basic features. First, a crisis is perceptual. Second, a crisis is an unpredictable event. And third, crisis events can contravene stakeholders' expectations, which they hold about how their organization acts. Similar to this, scholars have also considered crisis as a major instance, which can have a negative consequence for organization, company or industry as well as the public, products, and services that even threaten their future existence (Fearn-Bank, 2007).

Billings, Milburn and Schaalman's (1980) conceptualization and definition of crisis include five major characteristics, namely: response uncertainty, time pressure, the element surprise, importance of resolution, and frequency of occurrence.

Fink (1986) claims a crisis is any event that may escalate in intensity; fall under close media and government scrutiny, interfere with normal business operations, and may affect the image and bottom line of a company. As a sudden and unexpected event crisis can have a potential to threaten organizations' operation by inflicting the financial and reputational aspects. Besides, a crisis can inflict the physical, emotional and financial aspects of stakeholders negatively. Consequently, this may threaten the relationship between the organization and stakeholders (Coombs, 2007).

According to Pauchant and Mitroff (1992) a crisis is a disruption that physically affects a system as a whole and threatens its basic assumptions, its subjective sense of self and its existential core.

Even though crisis has the potential to ruin a reputation just in days or even destroy the institution in some cases (Yeomans, 2009) and many scholars claim that crisis is manageable through scientific ways of handling to either combat or lessen the negative outcomes.

According to King (2002) a crisis has three primary characteristics. First, a crisis is an unplanned event that has the potential to dismantle the internal and external structure of an organization. Second, a crisis can occur at any time. Finally, a crisis has the potential to affect the legitimacy of an organization.

## **2.2 Crisis Situation**

Various theorists and practitioners define crisis situations in different ways. A crisis situation can be defined as an event that interrupts the usual activity of an organization and, if managed poorly, can ruin a good corporate reputation in only a couple of days, even wipe off the corporation from the face of earth (Langford, 2009).

Dilenschneider (2000) provides one of the best descriptions of crisis situations when stating that there are no two identical crisis situations and that every crisis situation has its specific causes, development cycle, duration, rhythm and unknowns.

When organizations face such kind of crisis, communication assists in responding to the crisis situation, creating understanding and providing the platform for the discussion of the way out. According to Coombs (2007) a little negative perception can affect organizational reputation. The worthiness of communication is significant in resolving and responding to issues that resulted in the crisis.

Langford (2009) quotes Fearn-Banks who states that there are five phases of developing a crisis situation. Recognition when a corporation follows warning signs, preparation or prevention when warning signs are noted and proactive and reactive plans are prepared to deal with the situation, limitation as taking action to limit the crisis or its effects duration, recovery of the corporation to normal circumstances of its business and finally, learning when a corporation considers what actually happened and grades negative or positive impacts on its business.

Pearson and Clair (1998) highlights that the decision maker faces abnormal challenges when his/her organization is in crisis when flow of information is sporadic and rapid, many stakeholders get involved, the time resource is limited, the crisis may be anticipated but may also be surprised and despite that timeliness is fundamental; the quality of the decisions cannot be sacrificed for speed.

According to Newsom (2008) the organization involved will create crisis communication teams from staff members as well as public relations and crisis communications consultants to create the necessary level of expertise. The team should be deal about the organization crisis situation.

Moreover, according to Huy (1999), the main characteristics of organizational crises are:

- (1) High vagueness with unknown effects and even causes;
- (2) Limited probability of incidence;
- (3) Unfamiliar and unusual events;
- (4) Quick response is required;
- (5) Serious threats to survival of the institution and its stakeholders are posed; and
- (6) A problem requiring decisions which will lead to negative and/or positive change is presented.

### **2.3 Crisis Communication**

Coombs (1999) defined crisis communications as messages that are integrated and critical elements of a four-part overall crisis management process that includes prevention, preparation, performance and learning.

Crisis communication is a very important aspect of strategic management, which stands as a fundamental among other crisis management set of functions. In a broader manner, crisis communication can be understood as a process of gathering and processing of relevant information about a crisis to share with relevant publics (Coombs, 2010).

In this regard, Fearn-Banks (2007) define crisis communication as the communication between the organization and its publics prior to, during and after the negative occurrences. Crisis communication is a very important aspect of strategic management, which stands as a fundamental among other crisis management set of functions. In a broader manner, crisis communication can be understood as a process of gathering and processing of relevant information about a crisis to share with relevant publics (Coombs, 2010).

Fearn-Banks (2007) define crisis communication as 'the communication between the organization and its publics prior to, during and after the negative occurrences. The definition tries to highlight two basic points. First, the communication is to carry out throughout the lifecycle of a crisis: pre-crisis, crisis scenario and post-crisis. Second, it emphasizes that the

'publics' are the one who is entitled and legitimate to be communicated by the organization about the crisis situations.

According to Coombs (2008) theory development in crisis communication is behind general public relations theory development because this specialized area of inquiry is still in its theoretical infancy, despite its importance in practice. Coombs (2005) also concedes that crisis communication is a strategy to repair a relationship with stakeholders.

## **2.4 Crisis Communication Management**

Fearn-Banks (2001) defines crisis communications management as a strategic planning process whose goal is to anticipate crisis situations or possible negative events and to react properly, limiting risks and ensuring the organization to effectively manage its destiny at the same time.

According to Gilpin and Murphy (2008) a planned management of crises reduces the prediction of the crisis event impact both to the organization and to the stakeholders. Crisis management must require good strategic directions to coordinating the crisis management activity and the organizations' body and stakeholders.

Crisis management becomes more widely recognized as a high level, strategic capability for which management body of the organization in businesses, geographies and functions need to be good preparation in order for successful management Griffian (2014).

In related to this Coombs (2008) the crisis team needs to communicate with various stakeholders including employees, community members, government agencies, the news media, investors, and supply chain partners. Accordingly authors often point out that a central challenge for organizations in managing crises is that the crises are often ill-structured and complex in nature (Mitroff, Alpaslan, & Green, 2004).

Coombs (2007) observes crisis management as a process that occurs in three phases, each of which implies several groups of activities. They are:

1. Pre-crisis phase implies all activities conducted before a crisis had actually happened.
2. Crisis event phase starts with the occurrence of a certain event that marks the official start of a crisis and finishes when a crisis is considered to be solved.
3. The final, post-crisis phase emphasizes that crisis management activities must not finish when a certain crisis is over.

Crisis management differs from crisis communication in the fact that it represents a “systematic attempt by organizational members with external stakeholders to avert crises or to effectively manage those that do occur” (Pearson & Clair, 1998). Furthermore, post crisis communication can be used to repair the reputation and / or prevent reputational damage (Coombs and Holladay, 2005).

## **2.5 Crisis Communication Strategies**

According to VanRuler (2019) the communication strategy framework invites communication professionals to explore an alternative method of strategy development: by explicitly considering external alongside internal contexts, by looking at these based on your specific communication vision, and by gauging their relative importance; by intensifying organization’s collaboration with key players, both internal and external; by making choice that may be more drastic than usual and so on.

Doug (2007) states that Organizations can respond best to crises if they have anticipated the crisis and developed a plan. Scholars describe that communication strategies are fundamentally about practical usage of media, message and budget. The purpose of communication strategies is to establish a common sense among the source or sender and the destination or receiver effectively and efficiently.

According to Duesche (2006) strategic communication is more than disseminating of information but the active solicitation of stakeholders’ perspectives. It ensures a two-way flow of communication addresses human factors such as sociology, psychology, culture, behavior, and politics and helps building consensus and partnerships regarding the development agenda.

VanRuler (2018) argues that communication is strategic when it is completely consistent with the organization mission, vision, values and when it is able to enhance the strategic positioning and competitiveness between their competitors.

For McKee, et al. (2004) strategic communication is an approach to the design and implementation of programs that increase their impact on behaviors and social change. For some, communication may call up the image of showy mass media campaign. Indeed, such programs can be effective in capturing the attention of the intended audience and influencing individual behaviors and social norms. However, the most effective programs combine the power and reach of mass media with activities that allow face-to-face interaction, such as community based events and interpersonal communication.

## **2.6 Methods of Communication**

### **2.6.1 Information Education Communication (IEC) Materials**

The communication component is to influence attitudes, disseminate knowledge and to bring about a desired and voluntary change in behaviors. IEC has become a close tie with advocacy in developing health communication strategies and in other development communication contexts (Servaes, 2008).

IEC materials include flip charts, playing cards, storybooks and stickers among others. It is designed to and produced as part multi – media campaign to promote positive behaviour. It helps to reach those who have no access for radio, video film and to strengthen messages transmitted through both media.

The communication component of IEC is to influence attitudes, disseminate knowledge and to bring about a desired and voluntary change in behavior. IEC has become a close tie with advocacy in developing health communication strategies and in other development communication contexts (Servaes, 2008).

### **2.6.2 Behavior Change Communication (BCC)**

As it is affirmed earlier, for McKee, et al. (2004) strategic communication is an approach to the design and implementation of programs that increase their impact on behavior and social change. For some, communication may call up the image of showy mass media campaign. Indeed, such programs can be effective in capturing the attention of the intended audience and influencing individual behavior and social norms. However, the most effective programs combine the power and reach of mass media with activities that allow face-to-face interaction, such as community based events and interpersonal communication.

## **2.7 Theoretical Frameworks**

Situational Crisis Communication Theory (SCCT), Framing Theory and Social Marketing theories are used to analyze the ideas in this research. Situational Crisis Communication Theory (SCCT) can explain how organizations interact with stakeholders in difficult crisis situations. Framing Theory can give details how visually impaired citizens are pictured in the society and Social Marketing theory can clarify how societies are assisted or supported in difficult times to create awareness and communicate for the benefit of the society using marketing techniques. Therefore, the researcher used these theoretical frameworks for the approach to this study.

### **2.7.1 Situational Crisis Communication Theory (SCCT)**

SCCT attempts to explain the type of information that instructs stakeholders what to do to protect themselves from the crisis, the basics of what happened, and what the organization is doing to fix the situation and to prevent a recurrence of the problem.

Situational Crisis Communication Theory (SCCT) approaches lay a foundation for checking the attribution of responsibility influencing the reputation of the organization, and showing the organization through response strategy to adapt to its authority in reducing threat to the organization's reputation due to crisis (Adkins, 2010b).

SCCT is one of the most influential theories used to understand crisis and crisis response strategy (Coombs, 2007). The literature around this dominant approach to crisis communication has emphasized factors like message evaluation, and the development of descriptive theories like image repair theory (Benoit, 1995) or situational crisis communication theory (Coombs, 2006) with an emerging body of research providing a menu of response tactics and strategies that organizational decision makers could use when developing crisis response strategies.

Crises have impact on an organization's performance, and generate negative outcomes (Coombs, 2007a). If a crisis is not handled well, it can damage reputations of an organization because stakeholders would judge the organization's response to the crisis. Under a crisis situation, SCCT predicts the reputational threat presented by the crisis, and prescribes crisis response strategies designed to protect reputational assets (Coombs, 2007b).

In times of crisis, response to the actual occurrence is needed (Kádárová, et al, 2015). First, giving information, how to overcome crisis physically; second, adjusting information, how to

overcome crisis psychologically; and third, improving reputation, an effort to improve damage caused by crisis to the organization (Coombs, 2010b).

Attributions for events are natural, and people may attribute based on very little information. As Coombs (2007) argues if the organization has had a similar crisis, the current crisis will be a much greater reputational threat. SCCT employs responsibility to link the crisis situation and crisis response strategies. SCCT uses three-staged approaches modified from pre-crisis, crisis and post-crisis phases (Coombs, 2010b).

The SCCT is able to highlight people's perception of crisis, their response to the actions of crisis management and audience response to the organization and its prestige during the crisis. According to Coombs (2007) the SCCT posits that the crisis situation determines which crisis response strategies will be most effective in protecting the organization's reputation. Reputational assets are important to an organization and are threatened by a crisis. It follows that crisis managers should try to maximize the reputational protection afforded by using appropriate crisis response strategies.

SCCT examines the responsibility created by the crisis situation (crisis responsibility) and the acceptance of crisis responsibility found in the crisis response strategy. The basic premise is that as the attribution of crisis responsibility increase, crisis managers must use crisis response strategies that increasingly accept responsibility for the crisis. Crisis managers can maximize the reputational benefits of crisis response strategies by matching them to the level of perceived crisis responsibility (Coombs, 2013).

### **2.7.2 Framing**

Chang and Druckman (2007) defined framing as the process of organizing everyday reality by providing meaning to unfolding strip of events and promoting particular definition and interpretations of political issues.

Entman defined framing as a method to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described (Entman, 1993).

Frames are composition of elements; visuals, values, stereotypes, messengers which together trigger an existing idea that signal what to pay attention to and what not to, allowing filling in

or inferring missing information, and setting up a pattern of reasoning that influences decision outcomes. The frame is “the package in which the main point of the story is developed, supported, and understood (Wallack and Dorfman, 1996).

Many scholars argued that the produced images and constructed message of the mass media productively allow society’s dominant force to further establish attitudes and behaviors. Thus, the communicator can make the desired message more noticeable through either strategic placement, repetition, or by association with culturally familiar symbols (Entman, 1993).

Yet it must be argued that it is important to understand how framing influences news images and how this may influence audience perception (Angelo and Kuypers, 2010). Goffman (1974) argues that individuals actively work to make sense of our experiences by classifying, labeling, and interpreting them. We use frames to locate, perceive, identify, and label information.

### **2.7.3 Social Marketing**

According to Kotler and Lee (2008) social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behavior that benefit society (public health, safety, the environment, and communities) as well as the target audience.

According to Jacobs (2003) Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. By employing private sector approaches to promote products and services that are considered to have a public good, this strategy also helps address problems of availability and accessibility for the people who need them most but might not otherwise be able to afford them, making markets work for the poor.

Moreover, social marketing is application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society of which they are a part (Andreasen, 1995).

Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon behavior for the benefit of individuals, groups, or society as a whole. Social marketing is a consumer-centred, research driven approach to promote voluntary behavior change in a priority population (Grier and Bryant, 2005).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3. Introductions**

This chapter presents the methodological parts of the study. The chapter deals with the particular design used in this research including methodological choices, data collection procedures, data collection instruments and methods in the data analysis.

#### **3.1 Research Design**

The study has used both quantitative and qualitative (mixed) research methods. Kothari (2004) defines a research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

##### **3.1.1 Quantitative research method**

Quantitative research methods describe the current status of people and events in terms of amounts and frequencies. With respect to using the given method, quantification of simple statistics such as frequency distributions that can show the magnitude of change in behavior was used. This method as Murray (2003) describes it provides results in the form of numerical amounts and frequencies that enables the researcher to draw precise distinctions between members of a group and between groups as units.

##### **3.1.2 Qualitative research method**

Qualitative research is as multi method in focus, involving an interpretive, naturalistic approach to its object matter. According to Song and Kidd (2010) qualitative method that systematically examines a phenomenon using an inductive approach and exploration of meaning of phenomenon; purpose is to understand and describe human experience, explore meanings and patterns. This means that qualitative researchers study things in the natural settings, attempting to make sense of, or interpret phenomena in terms of meanings people bring to them. According to Bryman(2004)qualitative research method as a method that usually emphasizes words rather than quantification in the collection and analysis of data as a research strategy.

### **3.2 Participants of the Study**

The participants of the study are visually impaired community members of ENAB and the management of ENAB. To manage the research, the participants of the study are blind active members of ENAB who are usually spending their time in the head office of ENAB. Thus, the researcher purposely selected the participants of the study and the explanation will be discussed further on.

### **3.3 Sampling Techniques and Procedures**

The researcher used a variety of data collection methods to collect data. Interviews, questionnaire, and focus group discussions have been employed. This allowed the researcher to reconstruct events through the eyes of key participants.

According to Neuman (2011) purposive sampling which is the researcher uses a wide range of methods to locate all possible cases of a highly specific and difficult-to-reach population. Therefore, after defining the targeted samples, 40 questionnaires were distributed and filled randomly. Interviews were conducted with the public relation officer of ENAB and Manager of the ENAB. Focus group discussion was conducted with six regular active members of ENAB. Informal contact was also maintained with other members of ENAB and staffs. This helps to explore details on issues relevant to the study.

Finally, the researcher uses the results from the qualitative and quantitative studies to validate findings from both studies. This shows how the use of multiple methods helps the research to make a reasonable conclusion.

### **3.4 Data Source and Instruments of Collection**

#### **3.4.1 Data Source**

The primary data sources for the study are collected from the interview, questionnaire, and focus group discussion.

#### **3.4.2 Data collection procedure**

Authorization was obtained from the ENAB management to enable the researcher collect data from Head Office of ENAB and its active visually impaired member community. The head office of ENAB is a place for blinds to learn, inform, and enjoy. According to the informant,

the compound gives services for more than 200 visually impaired citizens per day. Therefore, the researcher was able to use this opportunity with a help of other assistants to coordinate places, to fill questionnaires faithfully and other basic necessities.

### **3.4.3 Instruments of Data Collection**

#### **3.4.3.1 Questionnaire**

Questionnaire is organized as an instrument to collect quantitative data. According to Lavrakas (2008) questionnaire is the main instrument for collecting data in quantitative research. Basically, it is a set of standardized questions, often called items, which follow a fixed scheme in order to collect individual data about one or more specific topics.

Based on this consideration, a questionnaire was distributed among members of the ENAB and visually impaired persons to find out their perceptions of the crisis communication ways of ENAB and those messages about COVID- 19 disseminated to them as part of the ENAB's promotion; the impact of the messages probably has on the lives of the target audiences and changes they bring in the process of awareness raising on novel covid 19. Model questionnaires with standardized format were reviewed from different sources and angles to develop the questionnaire.

The questionnaire was focused to assess the covid 19 crisis communication of ENAB with the members in the usual day today activities of blinds. It contained six personal background questions, ten questions were arranged to assess the level of agreement, disagreement and neutrality of respondents. The questionnaire also includes two open ended questions to assess the attitudes of respondents towards the study issues. The questionnaires were read for the study participants by assistant and filled carefully in an ethical manner.

#### **3.4.3.2 In depth Individual Interview**

Individual interview was one of the techniques used in this study as a data collection instrument. Interview usually involves a researcher orally asking questions for individuals to answer orally. Before the interview, the interviewees were told the objective of the study and agreed with great pleasure. The public relation practitioner and the manager of ENAB were interviewed.

Individual in-depth interviews are characterized by extensive questioning and open-ended questions, and used to collect qualitative information. Individual in-depth interviews are important as a follow-up to focus group interviews in order to take forward the issues raised in the focus groups (Ritchie & Lewis, 2003).

#### **3.4.3.3 Focus Group Discussion**

In order to obtain, detailed information from the participants in the crisis communication of ENAB study about the overall past and present practice and experiences. Six members of group of FGD held with concerned individuals using a commonly shared language Amharic. The participants were two lawyers, two teachers and two students who are actively participated in the ENAB organization and its compound frequently.

As for the qualitative research instrument, the researcher employed focus groups. As per Creswell (2012) focus groups can be used to collect shared understanding from several individuals as well as to get views from specific people.

The researcher selected 10 questions from the survey and rephrased them in order to better understand and interpret some answers in more depth. The questions varied slightly as that the focus group solicited the input of visually impaired members of ENAB and others who are stakeholders of ENAB. The Focus Group Discussion participants were selected by assistant of an informant staff of ENAB. From the focus group discussion participants, five of them were visually impaired and one of them was not blind to make the group a mix from all members.

Therefore, the researcher started to highlight influential quotes that are relevant to the research questions objectives which led to themes formulation that are related to the research questions.

#### **3.5 Data Processing and Presentation**

All the data that were collected from the study units in any form of qualitative data collection techniques employed were first transcribed to brail paper since the majority of data were digitally recorded. Then, the relevant data were categorized so as to make them convenient for analysis. The categorization was normally made based on their relevance and order of

questions in the questionnaire, interview and focus group discussion in order to get the central ideas of the research questions raised in this study.

As discussed briefly, the researcher employed both qualitative and quantitative approaches. In addition, information through qualitative instruments of in-depth-interviews, and focus group discussions were analyzed qualitatively. Quantitative data that were collected using questionnaires were entered into the computer using SPSS 23 software. Coding and analyzing of these data were carried out using an assistant for this software package.

### **3.6 Validity and reliability**

To achieve validity the researcher used standardized questionnaire. So, the instrument tested twice with different experts to ensure the content validity for further consistency in administering the questionnaires. All questionnaires were filled to subjects by the researcher assistant personally and the questions were formulated in simple language for clarity and ease of understanding clear instructions were given to the subjects. In order to assure the reliability of the methods used in the study the researcher had employed a pilot study with visually impaired individuals before the actual data collection.

### **3.7 Ethical considerations**

The researcher, as a blind, has tried all the best to exclude personal interest of conflicts with any type of information and data collecting tools. The results of this study will be used strictly for the fulfillment of the requirements for the award of Masters Degree in Journalism and Communication. No portion of the results shall be used for any other purposes other than those that are stipulated in the study. The names of all the respondents shall not be revealed to anybody.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND SUMMARY OF FINDINGS

#### 4. Introduction

This chapter presents the results of the study. The data under discussion in this chapter was gathered via, questionnaire, interview and focus group discussion. The data analysis is related with the theoretical frameworks and literatures reviewed before. The summary of findings is based on the data analyzed.

#### 4.1 Background of Respondents

Under this category, the researcher collected data from 40 respondents through questionnaire. All the respondents were visually impaired persons actively participating in ENAB. All the questionnaires were properly read to them and filled by the data collector. This shows 100% of the response rate.

##### 4.1.1 Respondents by Sex

The data of respondents reflects that ENAB gives service for all visually impaired peoples without bias of gender.

**Table 1: Respondents Sex (N = 40)**

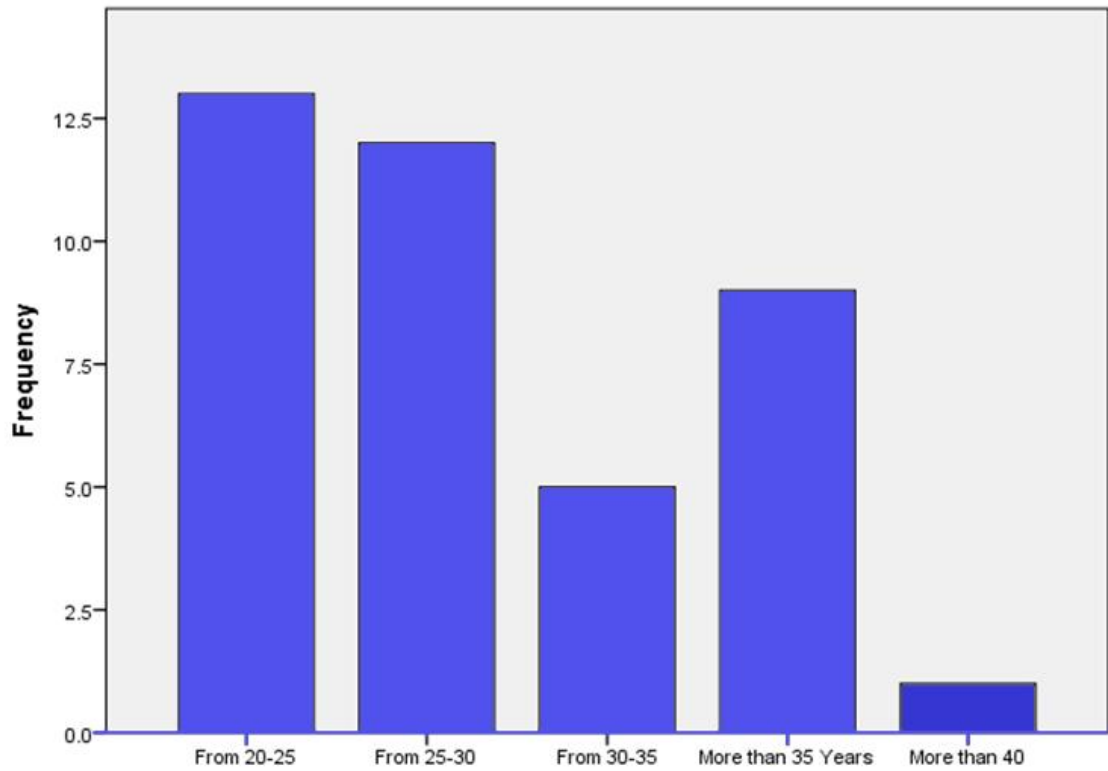
Item	Frequency	Percent
Male	19	47.5
Valid Female	21	52.5
Total	40	100.0

(Organized by the researcher)

From the total respondents, 47.5 % of the repliers were males and 52.5% were females. This is almost an equal figure of male and female blinds reflect their attitude towards ENAB.

##### 4.1.2 Respondents by Age

The data of the respondents shows that the majority of respondents are youths and their age is below 35 years.

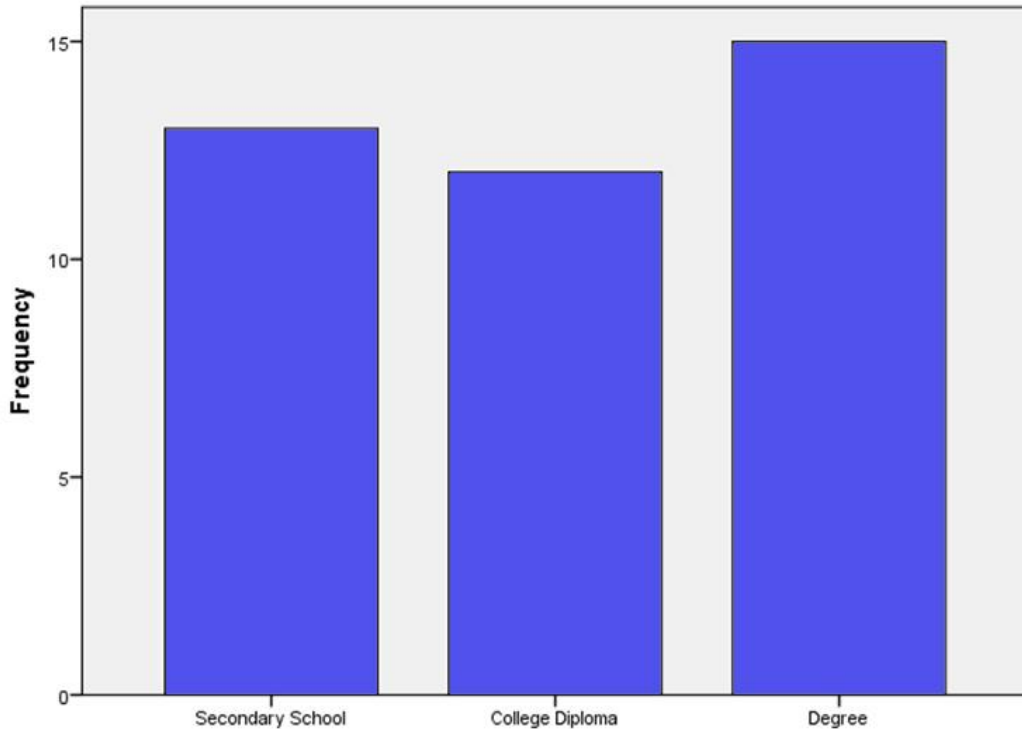


**Figure 1: Respondents Age**

From the given response, the highest number 13 (32.5%) of the respondents was below 25 years followed by 30% between the ages of 25-30 years. 25% of respondents are above 35 years. This implies most blind youths are active in different activities of ENAB compound.

### 4.1.3 Educational Status of Respondents

The data of Table 3 shows most of active members of ENAB are in the lower educational level.



**Figure 2: Respondents educational status (N = 40)**

Concerning the respondents level of education, 37.5% have 1<sup>st</sup> degree level of education, 30.0% of respondents have a college diploma and 32.5% of respondents are at secondary school level.

### 4.1.4 Respondents Marital Status

Family and friends of the person with the visual impairment need to be aware that managing visual impairment is a continuous struggle and needs assistance.

**Table 2: Respondents Marital Status (N = 40)**

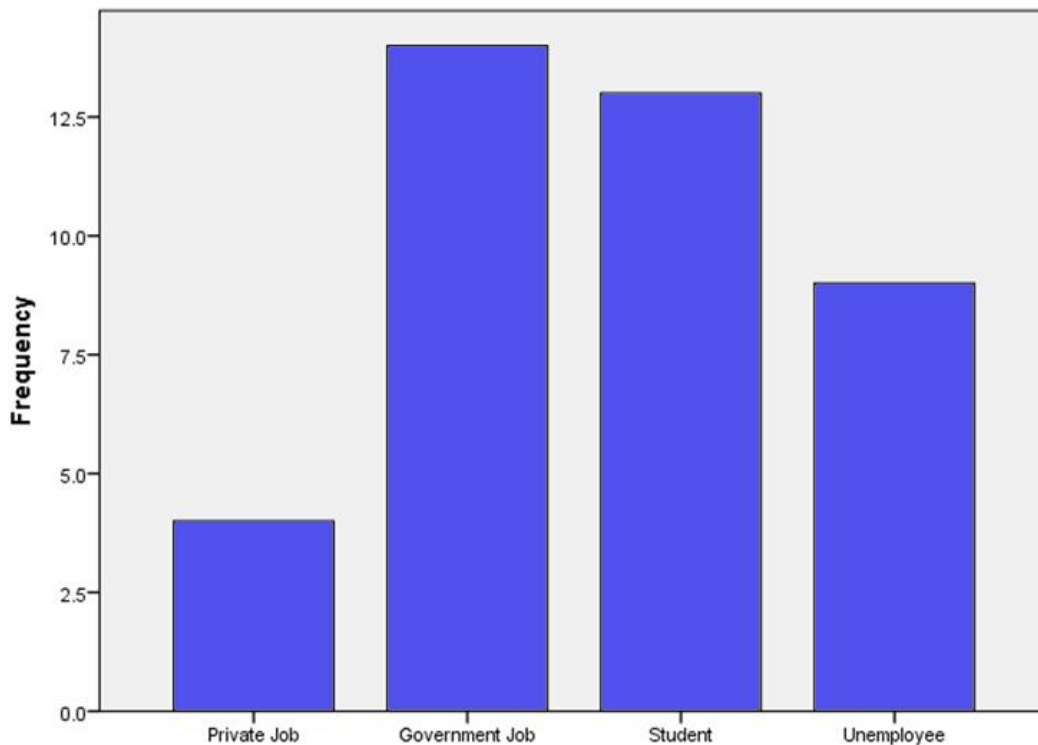
Item	Frequency	Percent
Married	12	30.0
Valid Single	28	70.0
Total	40	100.0

(Organized by the researcher)

The marital status data of respondents show that 12(30%) are married and more than half of the responders 28(70.0%)are single. Crisis time contacts are focused at family level than being alone.

#### 4.1.5 Respondents Occupation

The respondents' data shows that ENAB is the central hub of communication for blinds from all walks of blinds' life.



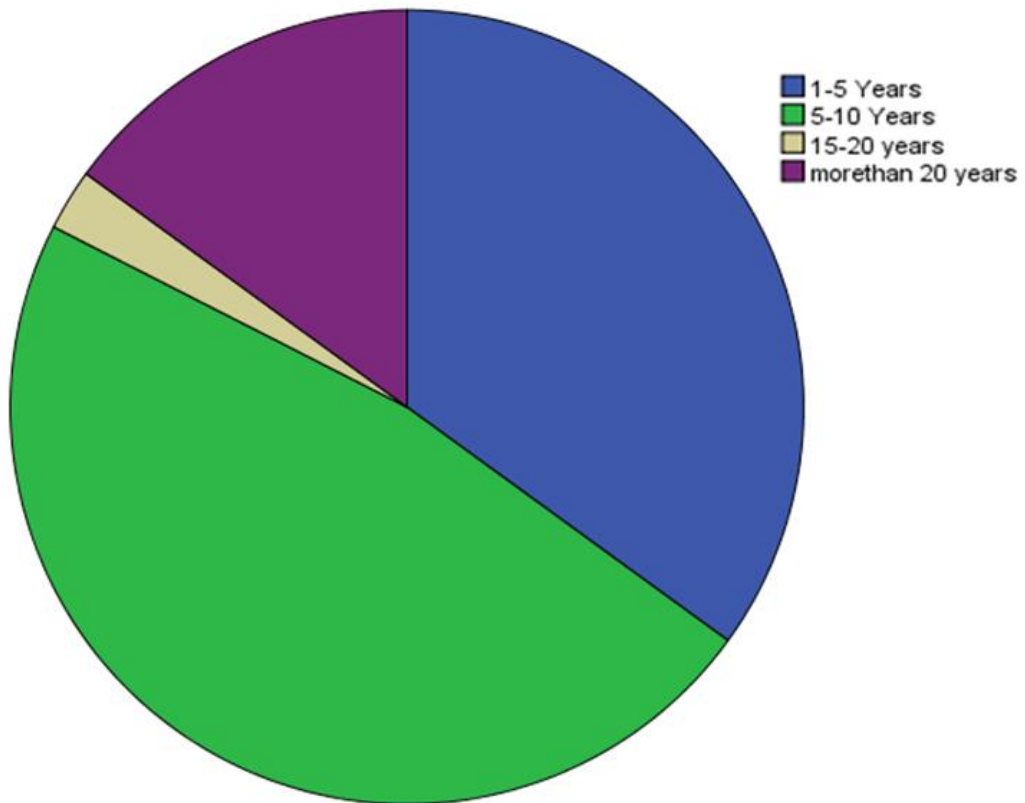
**Figure 3: Occupation of respondents (N = 40)**

From the respondents data, 14(35.0%) of respondents are government employee and 4(10 %) are employed privately. 13(32.5%) of respondents are students while 9 (22.5%) of respondents are unemployed.

*I-2 said "from our active members, many of them are employee working in different organizations, teachers and students in different levels and schools"(Personal Interview, Code: I-2, on May 20<sup>th</sup>, 2021).*

#### 4.1.6 Respondents Experience of ENAB

Experience of ENAB members with ENAB is used to assess the communication trends of ENAB with its visual impaired and other members of the society.



**Figure 4: Respondents Experience of ENAB (N = 40)**

From the total responses, approximately 65 % of the respondents have been enjoyed with ENAB at least five years. 19(47.5 %) have been stayed with ENAB between 5 and 10 years. 14(35%) of respondents have experienced ENAB from 1-5 years. 6(15%) of respondents enjoyed ENAB more than 20 years and 1 (2.5%) have enjoyed ENAB between 15-20 years of experience.

#### 4.2 ENAB tendency towards visually impaired members

##### 4.2.1 Members of ENAB participate in information sharing with ENAB

Visually impaired members of ENAB expect new information to update their attitude in social life.

**Table 3: Members information sharing with ENAB(N=40)**

Item	Frequency	Percent
Strongly Agree	0	0
Agree	7	17.5
Neutral	6	15.0
Disagree	21	52.5
Strongly Disagree	6	15.0
Total	40	100.0

(Organized by the researcher)

From the data of Table 3 above, 21(52.5%), almost half of the respondents disagree that Members of ENAB participate in information sharing with ENAB. 6(15.0%) of respondents strongly disagree, and 7(17.5%) agree. 6(15.0%) of the respondents are neutral. Where N= 40, M is the Mean of the item and SD is the Standard Deviation, M = 2.35 and SD = 0.949.

*I-1 said "the members in our association would handover information with our organization or they give us information. Yes, feedback reaches us. Since we have branch coordinators, we receive questions and feedback. Also we respond for the questions and feedbacks" (Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

Andreasen (1995) argues that the organization mission is seen as bringing about behaviors change by meeting the target market's needs and wants. The social markets, rather than thinking that the customer is somehow wrong for being reluctant to change knows that the change program with where the customer is now.

#### **4.2.2. Members of ENAB have satisfactory information of Covid 19**

Corona virus is possibly the most popular topic covered by the media right now and blinds are talking about it every day.

**Table 4: Members of ENAB have satisfactory information of Covid 19 (N=40)**

	Item	Frequency	Percent
Valid	Strongly Agree	0	0
	Agree	17	42.5
	Neutral	13	32.5
	Disagree	10	25.0
	Strongly Disagree	0	0
	Total	40	100.0

(Organized by the researcher)

From the data of Table 4 above, 17(42.5%) agree that members of ENAB have satisfactory information of COVID-19. 13(32.5%) respondents are neutral and 10(25.0%) disagree.

*I-2 said "I believe that COVID 19 has negative impact to contact and share information with our association members. Giving training in small number size for all our members need budget" (Personal Interview, Code: I-2, on May 20<sup>th</sup>, 2021).*

Information about the corona virus spread is frequently shows increasing. Blinds face uncertainty about the future of corona virus. Andreasen (1995) put social marketing features as social marketing consumer behavior is the bottom line and its program must be cost effective.

*FGD-1 said "I know information regarding to avoid touching your eyes, nose, and mouth with unwashed hands. In detail forms, I think the association itself has no clear information about COVID 19" (FGD Participant, Code: FGD-1, on May 18<sup>th</sup>, 2021).*

ENAB is the major social marketer of blind in Ethiopia. On the other hand, every duties of ENAB serve the members of ENAB. ENAB has no customer as an organization other than blind citizens. According to Andreasen (1995) social marketer adopts a customer centered approach and recognize that change will only come about if one starts with the customers reality and adopts message and other program elements to the customers' perceptions, needs, and wants.

Most of respondents get information about COVID 19 related concepts from mass media especially radio. Few of respondents get information from their friends and at home.

#### 4.2.3. Recognizing statements and attitudes about COVID 19

Members of ENAB believe that they know what to do and what not to do about covid 19 in different levels.

**Table 5: Recognizing statements and attitudes about COVID 19 (N=40)**

	Item	Frequency	Percent
Valid	Strongly Agree	2	5.0
	Agree	29	72.5
	Neutral	3	7.5
	Disagree	5	12.5
	Strongly Disagree	1	2.5
	Total	40	100.0

(Organized by the researcher)

From the data of Table 5 above, 29(72.5%) agree that members of ENAB recognizes statements and attitudes towards Covid-19. 5(12.5%) respondents disagree. 3(7.5%) of respondents are neutral. 2(5.0%) strongly disagree and the rest 1(2.5%) strongly disagree.

*FGD-4 said "my first main duty in my every day activities is using sanitizer. I know if the sanitizer creates something, I am the first victim. But I know about COVID 19" (FGD Participants, Code:FGD-4, on May 18<sup>th</sup>, 2021).*

*FGD-2 said "I know most of the sayings about covid but, I come from home using my white cane, touching something, go to office by touching transport materials, getting to my office by touching new things, I touch something like wall, table and chairs to take a seat at my office. Knowing about covid 19 doesn't guarantee us not to be victims of the virus" (FGD Participant, Code: FGD-2, on May 18<sup>th</sup>, 2021).*

In mid-February, the World Health Organization announced that the new corona virus pandemic was accompanied by an ‘infodemic’ of misinformation (WHO 2020).

**4.2.4. Social life relationship with others can expose to COVID 19**

Focus group discussion participants and other questionnaire respondents think that their day to day activity in social life can expose them to Covid 19 pandemic.

**Table 6: Social life relationship with others can expose to COVID 19 (N=40)**

Item	Frequency	Percent
Strongly Agree	17	42.5
Agree	17	42.5
Neutral	0	0
Disagree	6	15.0
Strongly Disagree	0	0
Total	40	100.0

(Organized by the researcher)

From the data of Table 6 above, 17(42.5%) strongly agree and other 17(42.5%) agree that the social life relationship with others can expose blinds to COVID 19. This can be because of different highly dependent interactions of blinds with others. 6(15.0%) of respondents disagree the statement.

*FGD-6 said “Peoples are assisting as by touching, telling, and leading to the right directions. The nature of the pandemic is difficult to manage us. Because a society frame blinds in terms of a value, theme, stereotype, ideological principle, or visual icon. It depends careful and systematic observation of framing of visual impaired persons” (FGD Participant, Code: FGD-6, on May 18<sup>th</sup>, 2021).*

*FGD-2 said “we touch to read article read many times. Many visually impaired persons are also using the same material many times. Moreover, the rules and regulations of COVID 19 make the pandemic more crises for us. I believe that this is*

*known only by visually impaired person. I can be exposed to COVID 19 " (FGD Participant, Code:FGD-2, on May 18<sup>th</sup>, 2021).*

It is strongly impacted by the language that is used to describe given events or ascribed to actors who are identified as critical features of a given story. In general, understanding for a given issue, what frames are used by organizations and different actors is an enormous challenge. As suggested by Andreasen (1995) social marketing are fantastically customer centred in their strategies and tactics. They do not seek to persuade target audiences to do what the marketer believes they ought to do, and not to accept the marketer values and beliefs by the audience.

**4.2.5. Visually impaired members discussion about COVID 19 in ENAB**

Respondents and focus group participants believe that they discuss about covid 19 in ENAB compound with their friends privately.

**Table 7: Visually impaired members discussion about COVID 19 in ENAB(N=40)**

Item	Frequency	Percent
Strongly Agree	3	7.5
Agree	22	55.0
Neutral	5	12.5
Disagree	9	22.5
Strongly Disagree	1	2.5
Total	40	100.0

(Organized by the researcher)

From the data of Table 7 above, 22(55.0%) agree that visually impaired members share ideas and discuss about COVID 19 in ENAB. 9(22.5%) disagree, 5(12.5%) neutral and 3(7.5%) strongly agree the statement. The rest 1(2.5%) strongly disagree with this idea. Regarding this issue, the management of ENAB and the members have different perspectives beyond the discussions.

*I-I said "our association is working on different aspects to make more effective with our members. At first, making them to know the capacity of the association is the basic. Next, we assess*

*projects and ways by which members can be assisted and supported. Finally, we facilitate ways by which members immediately get information and discuss many disability contents"(Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

Social marketing is used for government and non-government organizations, customers and the society. A message designed and developed must be tailored to the needs, concerns, and interests of the target audience (Lundgren, 1994).

*FGD-4 said "I know about feelings and behaviors people may experiencerelated to Covid 19 symptoms like trouble of breathing, as cough, headache, and fever. When I meet with friends, we discuss about it. But discussion or guiding a person who is blind has degree of discomfort, or requests something" (FGD Participant, Code: FGD-4, on May 18<sup>th</sup>, 2021).*

#### **4.2.6 Government rules and regulations of COVID 19 considered blinds**

Ethiopian government developed standard guidelines and protocols in respond to COVID-19. Respondents believe that the guideline didn't include and consider visually impaired citizens.

**Table 8: Government rules and regulations of COVID 19 considered blinds (N=40)**

Item	Frequency	Percent
Strongly Agree	0	0
Agree	5	12.5
Neutral	6	15.0
Disagree	18	45.0
Strongly Disagree	11	27.5
Total	40	100.0

(Organized by the researcher)

The data of respondents on Table 8 shows that government rules and regulations of COVID-19 have considered blinds. 18(45.0%) disagree and 11(27.5%) strongly disagree. 6(12.5%) are neutral and 5(12.5%) agree.

Andreasen (1995) suggests that to build an effective communication campaign to change the behavior, understanding of the needs and perceptions of specific target audience is necessary.

Officials of ENAB and the members of ENAB have different views.

*I-2 said “I think the rules and regulations about COVID 19 considers visual impaired people. It needs additional effort. ENAB has disseminated the rules of COVID 19 for our members using brail papers and sounds to listen” (Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

As low vision individuals, blinds use touch much more than the average person. Frequent touch of things for orientation and to identify takes time. To make the communication successful effort must be put to understand what people know and believe along with their expectation from communication process (Jardine, 2003).

*FGD-2 said “I don’t think the rules and regulations of COVID 19 considers us. Some of the rules were difficult to perform. I think the root cause comes from the type of the epidemic itself. I come from home by touching, go to office by touching transport materials, getting to my office by touching new thing, I will touch something to take a seat at my office. So how can I say that the rules have considered us?”(FGD Participant, Code: FGD-2, on May 18<sup>th</sup>, 2021).*

#### **4.2.7 Social distancing and hand washing difficulties to blinds**

FGD participants and respondents think that the covid-19 protocols including social distancing and hand washing are difficult for visually impaired peoples.

**Table 9: Social distancing and hand washing difficulties to blinds (N=40)**

Item	Frequency	Percent	Cumulative Percent
Strongly Agree	19	47.5	0
Agree	14	35.0	20.8
Valid Neutral	0	0	27.1
Disagree	6	15.0	75.0
Strongly Disagree	1	2.5	100.0
Total	40	100.0	

(Organized by the researcher)

The data on Table 9 shows that 19(47.5%) of respondents strongly agree on social distancing and hand washing difficulties to blinds. 14(35.0%) of respondents agree. 6(15.0%) disagree and 1(2.5%) strongly disagree.

*FGD-1 said “it is difficult to act upon the social distancing. It is not only for me, but for all of us. May be we can use sanitizers to clean our hands. Even the association gives sanitizers and soaps for members; the rule of COVID 19 is not applied properly”(FGD Participant, Code: FGD-1, on May 18<sup>th</sup>, 2021).*

Social distancing presents extra challenges for those with visual impairments. Practice of social distancing by avoiding large gatherings and maintaining distance from others is not easy. Relying on activities that aren’t exactly conducive to social distancing is difficult. Difficulties with inability to locate or see the hand sanitizer stations that are common everywhere.

*FGD-4 said “we have many problems and difficulties like washing hands in COVID 19 that needs to be addressed by ENAB. Immediate change of situations is difficult for us including road construction, education, health issues and with many other organizations”(FGD Participant, Code: FGD-2, on May 18<sup>th</sup>, 2021).*

#### **4.2.8 ENAB shares information about COVID 19**

Focus group discussion participants and respondents think that ENAB didn’t deliver necessary information about covid-19 for visually impaired peoples.

**Table 10: ENAB shares information about COVID 19(N=40)**

	Item	Frequency	Percent
Valid	Strongly Agree	0	0
	Agree	7	17.5
	Neutral	11	27.5
	Disagree	21	52.5
	Strongly Disagree	1	2.5
	Total	40	100.0

(Organized by the researcher)

The data on Table 10 shows that 21(52.5%) of respondents disagree that ENAB shares information about COVID 19. 11(27.5%) of respondents are neutral. While 7(17.5%) agree and 1(2.5%) strongly disagree.

Organizations should evaluate the effectiveness of their crisis management efforts and identify opportunities for improvement. It was expected that different communication models developed to raise awareness on communicable virus such as COVID 19.

*FGD-2 said “I don’t dare that they are effective. Much has to be done more. Evidences could be such as the closure of the compound beginning from June 2020 until September 2020” (FGD Participant, Code: FGD-2, on May 18<sup>th</sup>, 2021).*

*FGD-1 said “notifications mostly comes from the ENAB using the mini media in voice. There were also message recorded and disseminated for us. No one can enter without washing hand and using face mask” (FGD Participant, Code: FGD-1, on May 18<sup>th</sup>, 2021).*

*FGD-3 said “formerly, the association sends message using Telegram group. But I haven’t seen any messages recently” (FGD Participant, Code: FGD-3, on May 18<sup>th</sup>, 2021).*

#### **4.2.9 ENAB Disseminates Information in Crisis Time for Blinds**

Most of respondents and focus group discussion participants believe that ENAB didn’t give enough information in any form of crisis time in the past.

**Table 11: ENAB disseminates information in crisis time for blinds(N=40)**

	Item	Frequency	Percent
Valid	Strongly Agree	0	0
	Agree	4	10.0
	Neutral	15	37.5
	Disagree	21	52.5
	Strongly Disagree	0	0
	Total	40	100.0

(Organized by the researcher)

The data on Table 11 shows that 21(52.5%) of respondents disagree on the statement of ENAB disseminates information in crisis time for blinds. 15(37.5%) of respondents are neutral. While 4(10.0%) agree.

In order to handle the corona virus crisis properly, managers need to have a clear plan and strategy around it. For McKee, et al. (2004) strategic communication is an approach to the design and implementation of programs that increase their impact on behaviors and social change. Such programs can be effective in capturing the attention of the intended audience and influencing individual behaviors and social norms.

*I-Isaid "in crisis situations, we have crisis communication strategy with our association members. We exchange information through different channels. Currently we are using e-mail" (Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

On the other hand, FGD participants agree that ENAB has no communication strategies in crisis time targeting stakeholders.

*FGD-1 said "I have 20 years of experience in ENAB. I didn't remember any messages that precaution us from ENAB. May be I can heard from Television or radio. The most credible audience of Radio are, we visually impaired individuals. But they are far from our agenda related issues" (FGD Participant, Code: FGD-1, on May 18<sup>th</sup>, 2021).*

ENAB is expected to do for all blinds and its members during the pandemic to make sure that they are staying safe and healthy.

*FGD-2 said "I didn't remember messages from ENAB about any crisis around us. The main objective of the association was to deliver precautions of crisis situations. But not in ENAB trend. There are speakers at every corner in the compound used to send voice messages and news for us. It was good if ENAB delivers information before something happen on us. I think the main reason is lack of responsibility and there is no supervision from government" (FGD Participant, Code: FGD-2, on May 18<sup>th</sup>, 2021).*

Vital to successful crisis management is strategic and effective crisis communications. What an organization chooses to say affects how the public perceives both the crisis and focal organization (Stephens & Malone, 2009).

#### 4.2.10 ENAB delivers necessary information to blinds

Effective communication strategies were played crucial roles to create awareness for blinds and brought significant behavioral change among the society.

**Table 12: ENAB delivers necessary information to blinds(N=40)**

Item	Frequency	Percent
Strongly Agree	0	0
Agree	5	12.5
Neutral	11	27.5
Disagree	24	60.0
Strongly Disagree	0	0
Total	40	100.0

(Organized by the researcher)

The data on Table 12 shows that 24 (60.0%) of respondents disagree on the statement of ENAB delivers necessary information to blinds. 11(27.5%) of respondents are neutral and 5(12.5%) agree.

*I-2 said “our compound is used as an entertainment and friendship enjoyment place of members. So, we have a WiFi opportunity for our members to use freely. We use information technology to disseminate messages but this hinder for those who have no capability of using these technology. Moreover, messages using technological devices at a distance is not successful as physically getting messages” (Personal Interview, Code: I-2, on May 20<sup>th</sup>, 2021).*

#### 4.3 Initial Response to Covid 19 crisis at ENAB

Grimmelt (2017) noted that crisis management is the overall coordination of an organizations response to a crisis in an effective, timely manner, with the goal of avoiding or minimizing

damage to the organizations profitability, reputation, or ability to operate and often involves the need to make quick decisions on the basis of uncertain or incomplete information.

Organizations that serve blinds and assist individuals are in a struggle of budget.

*I-1 said “at the beginning of COVID 19 Crisis in Ethiopia, we deliver awareness creating trainings three times a week. But now we deliver in fortnight for women’s regular program including covid 19 situations” (Personal Interview, I-1, on May 20<sup>th</sup>, 2021).*

*FGD-4 said “as an association, the managers are careless. They are not working. No one can think about you if you fail in front of them in the compound” (FGD Participant, Code: FGD-4, on May 18<sup>th</sup>, 2021).*

Regarding the initial period functions of ENAB, all participants of the FGD claims the negative response of ENAB because of many reasons,

*FGD-1 said “even most of us are here together, no one told us in detail what to do and not to do as precautions. I will never forget that they have closed our safety compound from June 2020 until September 2020” (FGD Participant, Code: FGD-1, on May 18<sup>th</sup>, 2021).*

*FGD-5 said “the association has no satisfactory capacity enable to run effectively because the employees are not visually impaired like us. Covid 19 is a chronic disease” (FGD Participant, Code: FGD-5, on May 18<sup>th</sup>, 2021).*

#### **4.4 Aptitude towards Crisis handling of ENAB**

Communication strategy will play an indispensable role to effectively exchange of information between and among the government, people and stakeholders. Bouhafa (2014) articulates that communication strategy explains and promotes a vision and a set of well-

defined goals. It creates a consistent, unified, “voice” that links diverse activities and goals in a way that appeals to stakeholders.

Respondents of the questionnaire believe that the vaccine will reduce the speed of the virus. But they are mostly following radio medium messages about Covid 19 rather than ENAB as their organization.

The manager said, as part of the overall strategies, the Association works focuses on providing of education, legal rights, inclusion in every corner of the society, suitable conditions for visually impaired citizens on different issues and related to COVID 19 epidemic for its members.

*I-1 said “the positive impacts of information sharing with them are mainly because our members are visually impaired as one part of disabilities, we can easily get information related to right violation, helps us to know about them, and above all most of our members know to each other specially here at the compound” (Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

The blind and visually impaired are especially vulnerable population not only when it comes to COVID-19 but to others injuries from different infrastructures.

*FGD-5 said “I think government has no attention to supervise ENAB. ENAB is going forward alone. ENAB is not working properly. ENAB has lack of communication with government organizations. Members are dying in car accident in front of us hear at the main office. Members are getting inside holes in many areas of the city. Members are crashed with electric line poles. If ENAB is working, communicating properly, it was very easy to contact with responsible offices and give solution” (FGD Participant, Code: FGD-5, on May 18<sup>th</sup>, 2021).*

#### **4.5 Uncertainty of Covid 19 crisis in ENAB**

The challenges not to fully implement communication strategy in ENAB is the need for commitment at the national level and due to the advent of COVID 19 as strange makes the

duties of ENAB more complex. Most of the respondents of the questionnaire believe that the future depends on the management of ENAB. They reflect in an open ended question that ENAB has responsibility to follow up things and inform, assist and protect them from different crisis situations in the future including COVID 19.

*I-2 said "the association also designed short term strategies to produce and disseminate IEC/BCC materials through use of mini media of ENAB regularly and unexpected programs" (Personal Interview, Code: I-1, on May 20<sup>th</sup>, 2021).*

*FGD-6 said "Yes it is right that ENAB stand in our name. We are working the communication things on behalf of the association privately. ENAB is known in the World. But it has major communication problems with others" (FGD Participant, Code: FGD-6, on May 18<sup>th</sup>, 2021).*

Whether it's using a cane or touching tactile signs and Braille, we rely on activities that aren't exactly conducive to social distancing. Blinds need to have exact information. Members need training regarding their health and different life issues.

*FGD-3 said "I believe that the association duty was to request information and professionals from Ministry of Health or any other organizations to deliver us messages. They have the authority and the power to do. If they need to train us, they can. But they have no intention" (FGD Participant, Code: FGD-3, on May 18<sup>th</sup>, 2021).*

*FGD-4 said "the association has no design and plan to do and give information for its members. But they are not ready. ENAB as an association represent us, stands in our name, strives for our right. But the truth is beyond this" (FGD Participant, Code: FGD-4, on May 18<sup>th</sup>, 2021).*

Crisis management requires creative decision-making, not blind rule following. Leadership therefore makes a huge difference to a crisis response, and leaders must be properly prepared

to fulfill their role. There are different leadership roles in a crisis. Accordingly authors often point out that a central challenge for organizations in managing crises is that the crises are often ill-structured and complex in nature (Mitroff, Alpaslan, & Green, 2004).

On the other hand, community based social marketing involves the following four steps. The first one is identifying the barriers and benefits to an activity. The second step is to develop a strategy that utilizes 'tools' that have been shown to be effective in changing behavior. Piloting the strategy is the third step of the above approach. The last step of is evaluating the strategy once it has been implemented across a community (McKenzie-Mohr, 2005).

#### **4.6 Summary of Findings**

- Male and Female members of ENAB are equally participating in the compound of ENAB
- The data shows that ENAB head office is the central hub of communication for blinds from all walks of blinds' life. Most of the ENAB members actively participating in ENAB compound are youths.
- There are a lot of numbers of blinds having 1<sup>st</sup> degree waiting more information about COVID 19 crisis from ENAB and most of the members have different experiences with ENAB as a member for more than a decade.
- Most of respondents 67.5%, and FGD Participant members didn't participate in information sharing with ENAB. Even though there is no way to answer all questions of blinds about COVID-19, there are simple ways to communicate the important information that members need.
- ENAB has no clear crisis communication strategy in order to handle the corona virus crisis properly.
- Different blinds have their own unique characteristics and ability to handle crisis. Most of respondents and FGD participants believe that they have satisfactory knowledge about the COVID 19 crisis.
- Most of respondents and FGD participants recognize the sayings and attitudes of the society towards COVID 19.
- Because of many reasons attached with social life of blinds, most of respondents and FGD participants believe they are vulnerable for COVID 19.

- Respondents and FGD participants believe that visually impaired members they discuss about COVID 19 in ENAB. But that is a limited concept.
- Most respondents and FGD participants think that rules, regulations and protocols announced by the government didn't consider the blind society.
- Most of respondents and FGD participants believe that social distancing and hand washing rules are difficulties to blinds.
- Most of respondents and FGD Participants think that ENAB is not sharing information about COVID 19 properly.
- Most of respondents and FGD participants believe ENAB didn't disseminates information in crisis time for blinds.
- Most of respondents and FGD participants think that ENAB has communication problems and didn't deliver necessary information to blinds.
- ENAB as an organization has no crisis management teams, plan and strategy to communicate with its members appropriately. Respondents and FGD Participants believe that ENAB didn't perform its duties as they expect Failure to handle corona virus crisis and other issues related to blinds have to be addressed properly.
- The current handling of corona virus crisis communication of ENAB with blinds has a negative attitude from its blind active members. Members feel doubting and ignored. Respondents and FGD participants claim that ENAB has messed them in an initial time of COVID 19 in Ethiopia
- Respondents and FGD Participants believe that they are using other information channels to get information about COVID 19. They don't trust and wait ENAB in crisis time like COVID 19. This can result serious harm to blinds and other stakeholders besides loses of trust at ENAB.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5. Introductions**

The study identified different types of communication problems of ENAB with its members in this crucial time of COVID-19. Crisis communication strategies need to be carefully planned in team and perform accordingly. Therefore, the conclusions drawn and recommendations are based on the findings obtained from the analysis of questionnaires, focus group discussion and interviews.

#### **5.1 Conclusions**

Understanding the pattern of a crisis can help communicators anticipate problems and appropriately respond solutions to organizations. Crisis Communication has different steps. It includes pre-crisis, during crisis and post crisis periods. Pre crisis steps target communication and education campaigns. During crisis period it needs to include talking with the general public and other partners. Post crisis step is likely to include communications with affected groups.

Crisis communication describes the communication activities of an organization or agency facing a crisis. They need to communicate about that crisis to their organization, various partners, and the public. The main part of communication involves evaluating the success in order to adjust it and learn for the future.

In this covid 19 pandemic crisis situations, ENAB needs clear leading team and crisis communication strategic plan to perform its duties with its visually impaired members since it has more responsibility of informing, educating, assisting and protecting blind citizens.

## 5.2 Recommendations

- The role of ENAB mini media studio at this crisis time is crucial. The producers have to keep and give regular updates about COVID 19 and other basic topics related to blinds, for the blind community in the compound.
- Proper communication with blinds during COVID 19 is very important, and the choice of the right communication channel is crucial. ENAB can use different methods inside and outside the compound to disseminate the right message.
- COVID -19, is unusual phenomenon that needs useful advice and special attention to blind employees in every organizations and follow their safety of work place
- The end of crisis time of COVID 19 is unknown. ENAB needs to review its trends to have a clear crisis communication plan and strategy.
- Most of blinds come from different ethnic diversity, family background, education, work experience, political intentions and lifestyle of which the way they allocate time, energy, and money. Therefore, ENAB as an organization of blind citizens, the management have to communicate with stakeholders inside and outside the compound in an openly and frequently manner.

## References

- Andreasen, R. (1995). *Marketing social change. Changing behavior to promote health. Social development and the environment.* San Francisco, CA. Jossey-Bass.
- Angelo, D., & Kuypers, A. (2010). *Doing news framing analysis. Empirical and theoretical perspectives.* New York, NY. Routledge.
- Benoit, W. (1995). *Accounts, Excuses and Apologies. A Theory of Image Restoration Strategies.* Albany, NY. State University of New York Press.
- Billings, R., Milburn, T. & Schaalma, M. (1980). A model of crisis perception. A theoretical and empirical analysis. *Administrative Science Quarterly*, 25(2). 300-316.
- Bryman, A. (2004). *Quantity and Quality in Social Research.* London, Taylor & Francis Library. (Adobe eReader Format) ISBN 0-203-71826-7.
- Chang, D. and Druckman, J. (2007). A theory of Framing and Opinion Formation in Competitive Elite Environments. *Journal of Communication*, 57(1). 91-118.
- Coombs, T. & Holladay, S. (2010). *The Hand Book of crisis communication.* United Kingdom. Blackwell Publishing Ltd.
- Coombs, T. (2006). The protective powers of crisis response strategies. managing reputational assets during a crisis. *Journal of promotion management*, 12 Nos 3/4, 241- 60.
- Coombs, T. (2008). *PSI hand book of business security.* 1stedn. United State America
- Coombs, T. (2012). *Ongoing Crisis Communication. Planning, Managing and Responding.* California. SAGE Publications
- Coombs, T. (2012). *Ongoing Crisis Communication. Planning, Managing and Responding.* California. SAGE Publications.
- Coombs, T. (2005). *Crisis Communication.* In R. L. Heath (Ed.), *Encyclopedia of Public Relations* (Vol. 2, pp. 221-224). SAGE Publication.

- Coombs, T. (2007). *Ongoing Crisis Communication. Planning, managing, and responding*, Thousand Oaks, CA. Sage.
- Coombs, T. (2007a). *Protecting Organization Reputations During a Crisis. The Development and Application of Situational Crisis Communication Theory*. *Corporate Reputation Review* 10, 163-176.
- Coombs, T. (2007b). *Ongoing Crisis Communication-Planning, Managing and Responding*. London. Sage Publications Limited .pp.44-162.
- Coombs, T. (2013). *Situational Theory of Crisis. Situational Crisis Communication Theory and Corporate Reputation*. In C. E. Carroll (Ed.), *The Handbook of Communication and Corporate Reputation*. UK. John Wiley & Sons, Inc.
- Creswell, W. (2012). *Educational Research. Planning, Conducting and Evaluating Quantitative and Qualitative Research*. Pearson Education Inc.
- Dilenschneider, L. (2000). *The Corporate Communications Bible. Everything You Need to Know to Become a Public Relations Expert*. Beverly Hills. New Millennium Press.
- Entman, M. (1993). *Framing. Toward clarification of a fractured paradigm*. *Journal of Communication*, 43(4), 51–58.
- Fearn-Banks, K. (2001). *Crisis Communication. A Review of Some Best Practices in Health*, R. L. (ed). *Handbook of Public Relations*. Thousand Oaks. Sage Publications. 479-485.
- Gilpin, D. and Murphy, P. (2008). *Crisis Management in a Complex World*. Oxford University Press, Oxford.
- Goffman, E. (1974). *Frame analysis*. Cambridge, MA. Harvard University Press.
- Grier, D. and Bryant, C. (2005). *Social marketing in public health*. *Annual Review of Public Health*. 26, 319-339.
- Griffian, A. (2014). *Crisis, issues and reputation management*. 1<sup>st</sup> ed. Great Britain and the United States, Kogan Page Limited.

- Griffin, E. (2012). A first look at communication theory. David Patterson. New York.
- Grimmelt, J. (2017). Recommendations for crisis management. Paris, @international union Railways (UIC).
- Huy, N. (1999). Emotional capability, emotional intelligence, and radical change. *Academy of Management*, 24(2). 325-34.
- Jacobs, B. (2003). Social Marketing of Pre-packaged Treatment for Men with Urethral Discharge in Uganda. *International Journal of STD & AIDS*
- Kothari, C. (2004). *Research Methodology. Methods and Techniques*. New Delhi. New Age International Publication (Ltd). Kotler and Lee (2008).
- Langford, M. (2009). Upravljanje kriznim odnosima s javnošću. u Tench, R. i Yeomans, L.. Otkrivanje odnosa s javnošću, HUUJ, Zagreb, str. 431– 429.
- Lavrakas, J. (2008). *Encyclopedia of Survey Research Methods*. Volume 1 & 2. California, USA. SAGE Publications, Inc.
- McKenzie-Mohr, D. (2005). Quick reference. community based social marketing. <http://www.Cbsm.com/reports/CBSM.pdf>.
- Mitroff, I., Alpaslan, M. & Green, E. (2004). *Journal of Contingencies*. *International Studies Review* 6, 175-182.
- Murray, R. (2003). *Blending Qualitative and Quantitative Research Methods in Theses and Dissertations*. Thousands Oaks. CA, Corwin Press.
- Newsom, D., Haynes, J. (2008). *Public relations writing. form and style*. 8th ed., USA, Thomson wadsworth Lyn Uhl
- Pearson, C. & Clair, J. (1998). Reframing crisis management. *The Academy of Management Review*, 23(1). 59-76.
- Ritchie, J. & Lewis, J. (2003). *Qualitative Research Practices. A guide for social science Studies and Researchers*. Sage.

Servaes, J. (2008). *Communication for Development and social changes*. New Delhi. India.Sage.

Stephens, K & Malone, C. (2009). *Journal of public relations research* 21 2 229-239  
VanRuler, B. (2019). *Communication Theory. An Underrated Pillar on Which Strategic Communication Rests*. *International Journal of Strategic Communication*.

Wallack, L and Dorfman, L. (1996). *Media Advocacy. A strategy for advancing policy and promoting health*. *Health Education Quarterly*,23, 293-317.

World Health Organization (WHO). (2020).Recommendation about COVID- 19. GENEVA.



Part 2: There are ten questions regarding Covid 19 and ENAB communication with blinds. Please tell the best of your agreement level, disagreement level or neutrality for the person who reads for you to tick on the place of your choice.

N <sup>o</sup> .	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Members of ENAB participate in information sharing with ENAB					
2	Members of ENAB have satisfactory information of Covid 19					
3	Recognizing statements and attitudes about COVID 19					
4	Social life relationship with others can expose me to COVID 19					
5	Visually impaired members discussion about COVID 19 in ENAB					
6	Government rules and regulations of COVID 19 considered blinds					
7	Social distancing and hand washing difficulties to blinds					
8	ENAB shares information about COVID 19					
9	ENAB disseminates information in crisis time for blinds					
10	ENAB delivers necessary information to blinds					

### Part Three

Please tell the best answer towards your attitude of the following questions. The person who reads will write on the space provided faithfully.

1. From where you get information regarding COVID 19?
2. What shall ENAB do at the time of crisis situations like COVID 19?

THANK YOU SO MUCH AGAIN.

**አዲስ አበባ ዩኒቨርሲቲ**  
**የማህበረሰብ ሣይንስና የሰብዓዊነት ኮሌጅ**  
**የጋዜጠኝነትና ኮሚዩኒኬሽን ትምህርት ክፍል**  
**የቀረበ መጠይቅ**

ይህንን መጠይቅ ያዘጋጀሁት የአዲስ አበባ ዩኒቨርሲቲ አካል ጉዳተኛ ዓይነ ስውር ተማሪ በሻዳ ኦብሴ ስሆን በአሁኑ ወቅት በመልቲ ሚዲያ ጆርናሊዝም ትምህርት የማስተርስ ዲግሪዬን መመረቂያ ጥናታዊ ፅሁፍ በመስራት ላይ እገኛለሁ። የጥናቴ ርዕስም CRISIS COMMUNICATION STRATEGIES DURING THE COVID-19 PANDEMIC THE CASE OF THE ETHIOPIAN NATIONAL ASSOCIATION FOR THE BLIND/ENAB/ ነው።

ይህም መጠይቅ ለዚሁ ጥናት ግብዓት የሚሆኑ መረጃዎችን ለማሰባሰብና ለሌላ ዓላማ የማይውል ነው። ስለዚህም እርስዎም ከዚህ በታች ለቀረቡት ጥያቄዎች ምላሽዎን በመስጠት የበኩልዎን አስተዋፅኦ እንዲያደርጉ እየጠየቅኩኝ ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

**ክፍል አንድ**

**አጠቃላይ የተጠያቂዎች መረጃ**

ለሚከተሉት ጥያቄዎች ትክክለኛውን መልስ ለአንባቢው ይንገሩትና በትይዩ ቦታው ባለው ክፍት ስፍራ ላይ አስፈላጊውን ምልክት ያድርግበት።

1. ያታ :  ወንድ  ሴት
2. ዕድሜ : ከ 20-25   26-30  ከ 31-3   
ከ35-40  ከ41 በላይ
3. የትምህርት ደረጃ: ሁለተኛ ደረጃ  ኮሌጅ ዲፕሎማ የመጀመሪያ ዲግሪ   
 ማስተርስ ዲግሪ ሌላ ካለ ይግለፁ \_\_\_\_\_
4. የትዳር ሁኔታ: ያገባ  ያላገባ

5. የስራ-ሁኔታ : የግል ስራ  የመንግስት ስራ  ተማሪ

ነጋዴ  ሌላ ካለ ይግለጹ \_\_\_\_\_

6. ከማህበሩ ጋር ያልዎት የቆይታ ጊዜ: ከ 1-5 ዓመታት  ከ 5-10 ዓመታት   
 ከ 10-15 ዓመታት  ከ 15-20 ዓመታት  ከ20 ዓመታት በላይ

**ክፍል ሁለት**

ከዚህ በታች ላሉት ጥያቄዎች አምስት አማራጮች ቀርበዋል። አማራጮቹም 1 በጣም እስማማለሁ፣ 2 እስማማለሁ ፣ 3 አላውቅም 4.አልስማማም ፣ እና 5 በጣም አልስማማም ናቸው። የተስማሙበትን መልስ ለአንባቢው ይንገሩትና በትይዩ ቦታው ባለው ክፍት ስፍራ ላይ አስፈላጊውን ምልክት በታማኝነት ያድርግበት።

ቁ	ጥያቄ	በጣም እስማማለሁ	እስማማለሁ	አላውቅም	አልስማማም	በጣምአልስማማም
1	የማህበሩ አባላት ከኢትዮጵያ ዓይነትውራን ብሄራዊ ማህበር ጋር መረጃ በመስጠትና በመቀበል ይሳተፋሉ					
2	የማህበሩ አባላት ስለኮቪድ 19 ቫይረስ በቂ ዕውቀት አላቸው					
3	ስለኮቪድ 19 ቫይረስ የሚነገሩ አባባሎችና አመለካከቶች አውቃለሁ					
4	በማህበራዊሀይወትግንኙነት-ስጥከሌሎችሰዎች ጋርየማደርገውቅርበትለኮቪድ 19 ቫይረስተጋላጭያደርገኛል					
5	ከተለያዩ ስፍራዎች የሚመጡ ዓይነትውራን እርስበርሳቸው ስለኮቪድ 19 መረጃ ልውውጥ ያደርጋሉ					
6	ኮቪድ 19ን በተመለከተ በመንግስት የወጡት ህግና መመሪያዎች ዓይነትውራንን					

	ታሳቢ ያደረጉ ናቸው					
7	ኮቪድ 19ን በተመለከተ በተለያዩ ስፍራ አካላዊ ርቀትን መጠበቅና የእጅ መታጠቢያ መሳሪያዎችን መጠቀም ለዓይነትውራን አስቸጋሪዎች ናቸው					
8	ኮቪድ 19ን በተመለከተ ማህበሩ ከአባላቱ ጋር የመረጃ ልውውጥ ያደርጋል					
9	ኮቪድ 19ን በተመለከተ ማህበሩ ከአባላቱ ጋር የመረጃ ልውውጥ ያደርጋል					
10	በአስፈላጊና አስቸጋሪ ጊዜያት ለዓይነትውራን የሚያስፈልጓቸውን መረጃዎች ማህበሩ በወቅቱ ይሰጣል					

**ክፍል ሶስት**

**እባክዎን ለሚከተሉት ጥያቄዎች ተገቢውን ምላሽ መረጃውን ለሚያነብልዎ ይንገሩትና በተሰጠው ቦታ ላይ ይጻፍዎት**

1. ኮቪድ 19ን በተመለከተ መረጃዎችን በዋናነት ከየትና እንዴት ያገኛሉ?
2. እንደ ኮቪድ 19 ያሉ አስቸጋሪ ወቅቶችን በተመለከተ ማህበሩ ለአባላቱ ምን ሊያደርግ ይገባል ብለው ያስባሉ?

## **Appendix 2**

### **English and Amharic version of guideline Questions prepared for ENAB Manager and FGD discussions**

- **Guideline Questions prepared for ENAB Manager**

1. Would you please tell me your name and responsibility in ENAB?
2. How do you think members of ENAB participate in sharing information with ENAB?
3. What are the benefits of information sharing with ENAB for members
4. How do you exchange information in crisis time with ENAB members?
5. Do you think that the rules, regulations and protocols of COVID 19 considers blinds?
6. Do you think information sharing with your members about COVID 19 has affected members?
7. Do you have crisis communication plan or strategies to communicate with your members?
8. Do you get feedback from members about your communication in crisis situations?
9. What are the advantages and disadvantages in ENAB to communicate with blinds?
10. What do you think ENAB will perform in the future to have successful communication with ENAB members?

**ለኢትዮጵያ ዓይነ ስውራን ማህበር ሀላፊ የተዘጋጁ የቃል ጥያቄዎች በቅድሚያ ለዚህ ጥናታዊ ፅሁፍ መረጃ ስለሚሰጡኝ ከልቤ አመሰግናለሁኝ**

1. ስምዎንና የስራ ድርሻዎን በቅድሚያ ቢነግሩኝ
2. የማህበራችሁ አባላት ከተቋማችሁ ጋር መረጃ ያቀብላሉ ወይም አስተያየት በመስጠት ይሳተፋሉ?
3. ማህበራችሁ ከአባላቶቻችሁ ጋር መረጃ በመለዋወጥ ያበረከተላቸውን ጥቅሞች ይንገሩኝ?
4. ከማህበሩ አባላት ጋር በአስቸጋሪ ወቅት እንዴት መረጃ ትለዋወጣላችሁ?
5. ኮቪድ 19 ሸይረስን በተመለከተ የወጡት ህግና መመሪያዎች ዓይነ ስውራንን ታሳቢ ያደረጉ ናቸው ብላችሁ ታምናላችሁ?
6. ኮቪድ 19 ሸይረስን በተመለከተ ከማህበራችሁ አባላት ጋር ለመገናኘትና መረጃ ለመለዋወጥ አሉታዊ ጎኖች አሉት ብለው ያስባሉ? ያብራሩት?
7. ከማህበሩ አባላት ጋር በአስቸጋሪ የቀውስ ጊዜ የምትገናኙበት ስልት ወይም ስትራቴጂ አላችሁ?
8. በማህበራችሁ ውስጥ ከማህበራችሁ አባላት ወይም በአጠቃላይ በአስቸጋሪ ወቅት ኮሙኒኬሽን በምትጠቀሙበት ስልት ጥያቄዎች ወይም ግብረ መልሶች ይደርሱዎታል? ምላሽዎት አዎ ከሆነ ለቀረቡልዎት ጥያቄዎች ወይም ግብረ መልሶች ምላሽ ይሰጣሉ? ምላሽዎት አይደረስኝም ከሆነምክንያቱ ምንድነው?
9. በማህበራችሁ ውስጥ ከማህበራችሁ አባላት ወይም በአጠቃላይ ለኮሙኒኬሽን ስራ ለመጠቀም ያሉ እድሎችና ተግዳሮቶች ምን ምን ናቸው?
10. ማህበራችሁ ከአባላቶቻችሁ ጋር ያለውን ግንኙነት ይበልጥ ውጤታማ ለማድረግ ምን ሊደረግ ይገባል ይላሉ?

● **Guideline Questions prepared for Focus Group Discussion**

1. What are the benefits that you get from ENAB?
2. Do you think the rules, regulations and protocols of COVID 19 consider blinds at the beginning?
3. What are the difficulties of getting information about COVID 19 crisis situations from ENAB?
4. What do you think that ENAB has to do in crisis time situations in the future?

**ከማህበሩ አባላት ጋር የቡድን ውይይት መነሻ ነጥቦች**

1. ከማህበሩ ያገኛችኋቸው ጠቀሜታዎች ምን ምን ናቸው?
2. ኮቪድ 19 ቫይረስን በተመለከተ የወጡት ህግና መመሪያዎች ዓይነት-ራንን ታሳቢ ያደረጉ ናቸው ብላችሁ ታምናላችሁ?
3. ከማህበሩ ኮቪድ 19 ቫይረስን በተመለከተ መረጃን በማግኘትና በመለዋወጥ ያጋጠሟችሁ ተግዳሮቶችስ ምንድን ናቸው?
4. በማህበሩ በኩል ለወደፊቱ እንዲህ አይነት አስቸጋሪ ወቅት ላይ ከአባላቱ ጋር መረጃ ለመለዋወጥ እንደ መፍትሔ ምን እንዲደረግ ትመክራላችሁ?

### Appendix 3

Interviewee and FGD Participants occupation, and date of Interview/FGD.

	Occupation	Date
1	Manager of Ethiopian National Association of Blinds	<i>May 20<sup>th</sup>, 2021</i>
2	Public Relation Practitioner of ENAB	<i>May 20<sup>th</sup>, 2021</i>
3	Attorney and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>
4	Attorney and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>
5	History Teacher and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>
6	History Teacher and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>
7	Student and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>
8	Student and ENAB active Member	<i>May 18<sup>th</sup>, 2021</i>