



COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

DEVELOPMENT JOURNALISM MANIFESTATION *IN MICHUU-*
***WAAREE* RADIO NEWS PROGRAM: THE CASE OF JIMMA FANA**
FM98.1

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**DEVELOPMENTAL JOURNALISM MANIFESTATION *IN MICHUU-
WAAREE* RADIO NEWS PROGRAM: THE CASE OF JIMMA FANA
FM98.1**

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COMMUNICATION STUDIES IN THE PARTIAL FULFILLMENT OF
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Approval

This is to Certify that the Thesis Prepared by Dubale Beyene Entitled “**Development Journalism Manifestation in *Michuu-waaaree* Radio News Program: The Case of Jimma Fana FM98.1**” and Submitted in Partial Fulfillment of the Requirement for the Degree of Masters of arts in Broadcast Journalism Complies with the Regulations of the University and Meets the Accepted Standards with Respect to Originality and Quality.

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Abstract

This study aimed to examine how *michuu-waaree* news program manifest development journalism in news reporting. Furthermore, the study has pointed out the major news sources covered as well as the challenges occurred during the application of the development journalism including the investigative types of development journalism in the news making of *michuu-waaree* news in Jimma Fana FM98.1. It was informed by public serving development journalism and social responsibility theory of theoretical frameworks. Cross-sectional research design was used in the study as a research design. The study employed qualitative content analysis and in-depth interview to gather necessary data. In-depth interview with four journalists, editor and chief editor as well as content analysis of three weeks of *michuu-waaree* news programs (294 news stories) that had been broadcasted from December 1/2020 to February 30/2021 conducted to get the required data. Both data collected through content analysis and an interview record of the journalists were qualitatively analyzed.

Findings from the research indicated that the misunderstanding of the concept of development journalism by the majority of the journalists and media leaders. In relation to the major development issues, the media gave more attentions and focused dominantly on peace related news stories coverage. The medium almost ignores constructive criticism aspect of the developmental journalism. The major sources of the news were government agents whereas event based reporting has dominated the long-term development process. Most of the news broadcasted via the program played informative role of news which lauds the government roles. The medium is being busy on reporting success-oriented stories rather than malfunction stories critically. Also, the findings revealed that the in-depth news coverage are lesser.

Abbreviation and Acronyms

AM	-----	Amplitude Modulation
DC	-----	Development Communication
DJ	-----	Development Journalism
EBA	-----	Ethiopian Broadcast Agency
EPRDF	-----	Ethiopian People’s Revolutionary Democratic Front
EPS	-----	Equal probability of selection
ETV	-----	Ethiopian Television
FBC	-----	Fana Broadcasting Corporation
FDRE	-----	Federal Democratic Republic of Ethiopia
FDRGECAO	-----	Federal Democratic Republic Government of Ethiopia Communication Affairs Office
FM	-----	Frequency Modulation
IPI	-----	International Press Institute
MDGs	-----	Millennium Development Goals
PFA	-----	Press Foundation of Asia
PR	-----	Public relation
UNESCO	-----	United Nations Educational Scientific and Cultural Organization

Table of Contents

Approval.....	i
Acknowledgements	ii
Abstract.....	iii
Abbreviation and Acronyms	iv
Table of Contents.....	v
Chapter One.....	1
Introduction	1
1.1. Background	1
1.2. Statement of the Problem	3
1.3. Objectives of the Study	6
1.3.1. General Objective	6
1.3.2. Specific Objectives	6
1.4. Research questions	7
1.5. Significances of the Study	7
1.6. Scope of the Study	8
1.7. Limitations of the Study	8
8. Operational Definition of Terms	8
9. Organization of the Study	9
Chapter Two	10
Review of Related Literature	10
2.1. Role of Media in Development	10
2.2. Definition of Developmental Journalism (DJ)	11
2.2.3. Historical Foundation of Developmental Journalism	13
2.3.1. Multiplicity Paradigm (Theory)	15

2.4. Development Journalism in Africa	17
2.5. Principles of Developmental Journalism.....	18
2.5.1. The News Values/Contents of Developmental Journalism	19
2.5.2. Free Press for Development	22
2.6. Development Journalism as Practice	23
2.7. Critiques of Development Journalism.....	25
2.7. Overview of Development Journalism as a Practice in Ethiopia	26
2.7.1. The Ethiopian News Media Landscape	28
2.8. Theoretical Framework of the Study	29
2.8.1. Public Service Development Journalism Model of Banda	29
2.8.2. Social Responsibility Theory	31
Chapter Three.....	33
Methodology and Design of the Study	33
3.1. Introduction	33
3.2. Research Design.....	34
3.3. Population and Sampling Techniques.....	35
3.3.1. The Target Population	35
3.3.2. Sampling Techniques and Sample Size	36
3.3.2.1. Probability Sampling Method	37
3.4. Data Gathering Tools	38
3.4.1. In-depth Interviews.....	38
3.5. Methods of Data Presentation and Analysis.....	38
3.6. Ethical Considerations.....	39
Chapter Four.....	39
Data Presentation, Analysis and Discussion of Findings.....	39
4.1. Introduction	39
4.2. Development Journalism Manifestation in <i>Michuu-Waaree</i> Radio News Program in Jimma Fana FM98.1	40

4.2.1. Content Analysis and In-Depth Interview Regarding <i>Michuu-Waaree</i> News Program	45
4.2.2. Themes of the News Content	47
4.2.2.1. News Related to Social Issues.....	47
4.2.2.2. News Related to Political Issues	52
4.2.2.3. News Coverage	57
4.2.2.4. Tone of the News.....	60
4.2.2.5. News Sources of <i>Michuu-Waree</i> News Program.....	65
4.3. Major Challenges that Obstruct the Development Journalism Manifestation in <i>Michuu-Waaree</i> Radio News in Jimma Fana FM98.1	68
Chapter Five.....	72
Conclusions and Recommendations.....	72
5.1. Summary of the Findings	72
5.2. Conclusions	75
5.3. Recommendations	76
References	78
Appendixes I	83
Appendixes II	84
Table A: Interviewee Category.....	85
Table B: News Sources Category	86
Table C: News issues and coverage category	87

Chapter One

Introduction

1.1. Background

Nowadays, mass media plays a complex role in every aspect of human lives. That means, advances in information technology have allowed ordinary people to be so well informed about those who govern them and the decisions of government (McLuhan 1964, p. 348). This planet turns itself into global village fast. So, the need for information is vital for our day to day activities.

In Africa developmental journalism gained renewed interest more than previous time, since it was exemplified for emerging democracy within the African media circle (Skejirdal,2011). Scholars have recognized it as promising model for African media practice (Banda 2006, 2010: Musa and Domatob,2007). Development journalism recognizes the reality of underdevelopment, that development is a valid social goal and that media have a contribution to make towards it and the media are expected to actively pursue this role, Domatob and Hall, (983) cited in Wimmer and Wolf 2005).

(Skejirdal,2011) stated that in 2008 Ethiopian authorities presented a draft policy document which established development journalism as an official reporting style for the state media. Accordingly, the new journalism model which is developmental journalism has been adapted (FDRE, 1995 Constitution, Draft Media Policy Document, 2008). And, the policy prescribes that, the media and journalists should play an active role in the country's development scheme. The idea of this model is expected to take a part of the social development through stimulating the development issues (Wondimmu,2020). Its conception and emergence, development journalism has been playing its vital role in developing countries in the multi-development process reporting. However, in Ethiopian context the journalist is requested to focus on positive success stories and critical coverage is less emphasized, (Skjerdal, 2011:66).

Banda (2006) notes that development journalism is “an intellectual enterprise in which the journalist forms a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable

criteria free of social constraints. Developmental journalism covers different spheres of society's life giving special emphasis to undergoing development problems of the range regarding issues of socio economic, political and good governance concerns to bring changes in the living conditions of the society. So, Media whoever its owner is expected to work for the development of the developing nation for best interest of the public. But the *Michuu-waaree* news program in Jimma Fana FM 98.1 radio seems working against this Principle of Development Journalism.

According to a recent study made by GeoPoll/Kantar Media¹ for the Fojo Media Institute (2017), Fana radio is officially private, but as it is owned by the ruling parties and Fana FM98.1 radio was established in 1978 and it is one the most popular radio stations available in Ethiopia. Jimma Fana FM98.1 is one of the 12th regional branches of Fana FM 98.1 radio stations in Ethiopia that was established on February 30, 2009 G.C in Oromia regional state, Jimma zone, Jimma town. It is a digital radio signal with the capability of 3kw. The organization works with a link and dis-link programs transmitted on this radio channel. The link news programs are the programs disseminated directly from the main branch of Fana radio, Addis Ababa, to the whole regional Fana radio stations.

Jimma Fana FM 98.1 radio covers jimma town and surroundings. That mans all districts found in Jimma zone, partially in Iluu-Abba-bora, East Wellega, Yem special district from South Nations Nationalities People Regional State, partial Dawuro zone, Hadiya zone and Kafa zone get the coverage according to Nestanet (2017). Jimma Fana FM 98.1 radio transmits news, entertainment, informative and advertisement programs for the community by addressing social, economic and political issues. Its local program which covers a total of 48 hours per week in Afan Oromo and Amharic languages. Thus *Michuu-waaree* news program is a news program transmitted by Jimma Fana FM 98.1 radio station with local language, Afan Oromo from Monday to Friday prime time (7:30pm - 8:30pm in the afternoon) regularly.

Therefore, the focus of this research was whether Jimma Fana FM98.1 radio station was producing and disseminating news content through the development journalism manifestation in *michuu-waaree* program.

1.2. Statement of the Problem

Ethiopia as developing country, appreciates the development journalism philosophy. This philosophy opens up for a combination of privately-owned and government-run media, (EPA 2008). Since, the policy document supports people participations in media production, as evident from the way the document defines development journalism, both private media and government owned media are expected to make people understand, accept and actively participate in the implementation of appropriate development ideas that may extricate people from poverty and backwardness by bringing about rapid national change and building on positive values of development and democratic change.

The ultimate goal of development journalism/communication as to raise the quality of life of populations, including the increase of income and well-being, eradication of social injustice, promotion of land reform and freedom of speech and establishing community centers for leisure and entertainment Melkote (1991) cited in Mefalopulos,2003). The essence of development journalism is to critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impact on the people as claimed by government official and as it is actually being. Practitioners of development journalism are reporting success stories of people who have adopted new technologies, tried new methods, and benefitted themselves and helped society at large. According to Kamath (2003) cited in Kefale 2017) investigative reporting is also crucial in reporting development. Therefore, journalists in the field to report development issues should be trained and skilled in investigative reporting as well.

Different studies reveal that development journalism has not been practiced according to the principles of journalism. Quaidoo (1988) states, systemic factors such as economic conditions, lack of financial resources and media equipment adversely affect journalistic performance. Lack of specialization in the field to be reported is another failure to report for the journalist. According to Quaidoo's argument on the above statement, a journalist who reports on health issue if she/he is not from the background of health does not report explicitly. This form of journalism has given rise to a situation where the Ghanaian journalist innocently follows the health personnel or the

government official in the locale, and reports what the personnel or official says without the necessary background or in-depth analysis of the particular health issue (ibid).

Also, in Ethiopian Television (ETV) principles of journalism stated by Bill Kovach and Tom Rosenstein (2001) were not practiced, Temesgen (2013). According to the study by Ethiopian Broadcasting Authority (2002) revealed there is no clear cut understanding on principles of development journalism among the media outlets in Ethiopia. This is due to:

1. *Media are in opposite polarization on the idea of development journalism. Information flow in the country is poor.*
2. *Some government representatives are still loopholes for the practice of development journalism. They are not willing to give information that the journalists need.*
3. *In addition, skill of the journalist to undertake the research and understanding on the policy of the government is yet developed. There is also difficulty to identify the distinction between development journalism and public relation practice. (Ethiopian Broadcasting Authority (2002).*

In addition, Abayneh (2017) stated that both the government and privately owned media stated that in Ethiopia similar to government media, privately owned media are not applying investigative journalism and watchdog the public property. According to Skjerdal (2017), the notion of balanced criticism towards the power is still difficult to embrace for many Ethiopian journalists. In his study, Afework (2010 E.C) who was the Journalist of Jimma Fana F.M 98.1 and still now (2021 G.C) works in Fana FM 88.1 staffs main branch in Addis Ababa, stated:

...there is political and financial pressure which leads to entertain the interest of the influential rather than public interest. And Jimma Fana F.m 98.1 seems failing to resist some challenges and this is undermining the Journalists effort and public interest. (Afework, 2010 E.C:36)

The above coat can clearly show how the practice of journalism is in Jimma FM98.1. That means the news lacks some basic quality in its content to be addressed for the people. However, the concept of developmental journalism is grounded in the assumption that mass media including print, broadcast and the internet can be used as intervening process for making the development

happen and visible in the eyes of the public (McPhail, 2009). The concept has revived and prevalent in most developing countries where a huge task of development projects is undergoing (Bessette, 2004; Green & Goetting, 2010; Odhiambo, 1991).

In contrarily, *michuu-waaree* news content lacks the approaches of development communication noted by different scholars. According to Otsyina & Rosenberg, (1997) developmental communication approach, communication processes, and to distance them from one-way communication approaches that involve disseminating messages, transmitting information, or persuading people to change their behavior. It wants to give preference to horizontal approaches that encourage dialogue centered on problem analysis and a search for solutions, as well as bottom-up approaches that aim to raise the awareness of decision-makers (Otsyina & Rosenberg, 1997). In spite of a diversity of approaches and orientations, there is a consensus today on the need for grassroots participation in development and on the essential role that communication plays. According to Murthy (2006), development journalism is the promoting of development process rather than events and development news covers the entire gamut of socio-economic and cultural development.

Many countries of Africa including Ethiopia have common agenda that is the need for development. In 2011, Skjerdal stated Ethiopian government has officially adopted the notion of development journalism as the guiding policy for the government media. The Ethiopian Broadcasting Service Proclamation (Article 2/10), defined commercial media as a radio or television transmission service established for profit by a legal entity with the purpose of informing, educating or entertaining the public (FDRE, 2007). Private media are considered as an alternative media to the state media Skjerdal (2011). This implies that the private media has the responsibility of showing an alternative perspective to the one displayed by the state.

The success of the policy is to a large extent dependent upon the extent to which those media professionals working within the framework of this policy understand the model of journalism in question and the degree of their commitment to be governed by the norms of the profession in their execution of their journalistic practice (Skjerdal (2011). An important assumption underlining the notion of development journalism is that the mass media have the ability and power to influence the development process by giving coverage to development ideas, policies,

programs, activities and events. Jimma Fana FM98.1 (FBC) has an editorial to follow the development journalism reporting approach of the news to provide information for the national development since its birth, according to FBC's Magazine (2010). However, the practice and coverage lacks to critically manifesting the real issues of the community and development process in the media.

The coverage of the development issues is focused on event-call reporting. In contrary development reporting style needs planning and follow up by focusing on long term development process. That means event reporting is emphasized in *michuu-waaree* news program but development issue reporting should give attention to what is happening over a period of time. The media has a major role to make a society that is aware of the realities of the county and actively participates in economic, social and political activities and strives for a better life by providing accurate, balance, educational and entertaining news and programs.

Therefore, the researcher scientifically examines whether Jimma Fana FM98.1 radio *michuu-waaree* news manifests the development journalism including investigative reporting. The essence of studies on the proper development journalism manifestation motivates the current study to fill the gap. As part of this intention to critically examine whether Jimma Fana FM 98.1 radio station manifests the developmental journalism in *Michuu-waaree* news program.

1.3. Objectives of the Study

1.3.1. General Objective

The main objective of this study is to examine the manifestation of development journalism in *Michuu-waree* radio news program of Jimma Fana FM 98.1 radio station.

1.3.2. Specific Objectives

The specific objective of this study:

- To assess how development journalism is being manifested in news reporting of *michuu-waaree* news program.
- To explain the most common sources of *michuu-waaree* news program

- To scrutinize the weaknesses observed in the making of development news in *michuu-waaree* news program.
- To point out the major contents covered through *michuu-waaree* news program.
- To point out the major factors affecting the practice of development journalism in the specific program.

1.4. Research questions

The research could answer the following basic research questions.

1. How does the editorial policy manifest development Journalism in writing and reporting news in *michuu-waaree* news program?
2. What are the most common sources of *michuu-waaree* news program?
3. How does developmental journalism is covered in *michuu-waaree* news program?
4. What are the major news contents covered through *michuu-waaree* news program?
5. What are the major factors affecting the practice of development journalism in *michuu-waaree* news program?

1.5. Significances of the Study

This particular enquiry which attempts to show Developmental Journalism Manifestation in Jimma Fana FM98.1 radio station *Michuu-waaree* news program in focus is assumed to have the following contributions: First, the study will help to the news producers, editors and management bodies of Jimma Fana FM98.1 to look forward on their editorials, their skill and knowledge gap. It tries to show the weak sides of the actual reporting in the news making of the development journalism approach.

Secondly, the policy makers may take some conceptual issues about the developmental journalism reporting and its contributions about developing countries and update themselves with the pillars of Development Journalism in order to clearly articulate in the editorial policy and its implementation. Thirdly, the research will help in providing information how developmental journalism can be implemented and fill the knowledge gaps that are seen in the *michuu-waaree* news makers.

As a result, journalists and media leaders may use this research to improve their editorial and developmental journalism principle implementation. The government can also utilize development journalism as a way of promoting development using information as a catalyst to the wellbeing of the state and expanded democratic space and also to set up regulations to check social vices in the society such as corruption.

1.6. Scope of the Study

The data for this study was collected from —*Michuu-waaree* news program. The program was transmitted five times a week (Monday to Friday starting just from 7:30PM-8:30PM in the afternoon). The researcher selected the three months of *michuu-waaree* news to analyze full contents of each shows. Therefore, the population size of the study focused only on three months' of *michuu-waaree* news programs broadcasted from 1st December of 2020 to 30th February of 2021 as population. The researcher employed systematic random sampling to select the appropriate sample for the study. Therefore, the study focused on news content of Jimma Fana FM98.1 *michuu-waaree* news stories and assessed the making of news with of the manifestation of development journalism on the issues.

1.7. Limitations of the Study

The major limitations of the study were shortage of time and resource constraints. Especially, the editor of *michuu-waaree* news program, Jimma Fana FM98.1 radio, was so busy with his work to address interview's information. However, to resist the above listed limitations, the researcher did all he can to fix the problems and for the success of the study. Therefore, using archive data and other options, the study was successfully conducted.

8. Operational Definition of Terms

Development Journalism: Refers to the planned use of strategies and processes of communications aimed at achieving development.

Development: Increased living standards, improved wealth and well-beings for all, and the achievement of whatever is regarded as a general good for society at large.

Government owned media: State media or state-owned media is media for mass communication which is controlled financially and editorially by the state.

Manifestation: A manifest indication of the existence or presence or nature of some person or thing

Michuu-waaree news program: Is a news program transmitted from Jimma FM98.1 radio station regularly from Monday to Friday in Afan Oromo language session.

Paradigm: is used in its general sense to denote “a basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry.”

Private owned media: The fact of being owned by a private individual or organization, rather than by the state or a public body.

Program: Means voice or visual or audiovisual arrangement transmitted to inform, educate or entertain the public, or an all-inclusive transmission program.

9. Organization of the Study

This thesis has five chapters. The first chapter consists of background of the study, statement of the problem, objective, basic research questions of the study. It also contains scope of the study, significance of the study, limitation of the study, and organization of the study.

Chapter two reviews most relevant ideas and literature to the subject under study. Role of media in development, definition and historical foundation of developmental journalism, development journalism practice, importance of development journalism, factors affect the practice of development journalism.

The methods, procedures, data gathering techniques, sampling and data analysis were employed in the third chapter. In chapter four the data are presented and analyzed in line with the theoretical frame work. The fifth and the final chapter contain conclusion and recommendations.

Chapter Two

Review of Related Literature

This Chapter reviews most relevant ideas and literature to the subject under study. Role of media in development, definition and historical foundation of developmental journalism, development journalism practice, importance of development journalism, factors affect the practice of development journalism.

2.1. Role of Media in Development

It is assumed that media provide credible information, educate and entertain citizens (Christopher (1997). Due to this fact media considered as the fourth state of government bodies. Scholars described that mass media are agents of reinforcement and casual agents of change of behavior or attitude for individuals (Klapper 1960 in Melkote & Steeves 2001). It is described that mass media has three functions at least. The three functions of mass media are instruments serving as watch dogs, policy makers, and teachers for change and modernization (Schramm 1964 in Servaes 2002).

Administrators and policy makers of the Third World countries perceived mass media as a tool that brings about fast behavioral change among their society especially regarding modernization objectives of the state. Mass media perform a special function by exposing individuals to new individuals, ideas and attitudes. In addition, they enhanced the process of modernization. Media are important agents of modernization for the Third World nations. This is particularly so as communication functions are linked to all people's needs, both material and non-material. Man does not live by bread alone; the need for communication is evidence of an inner urge toward a life enriched by cooperation with others. People want to add aspirations toward human growth to the satisfaction of material needs.

Self-reliance, cultural identity, freedom, independence, respect for human dignity, mutual aid, participation in the reshaping of the environment these are some of the non-material aspirations which all seek through communication. But higher productivity, better crops, enhanced efficiency

and competition, improved health, appropriate marketing conditions, proper use of irrigation facilities are also objectives - among many others - which cannot be achieved without adequate communication and the provision of needed data. Mass media plays great role in emancipating the people. Mass media served as the vehicles for transferring new ideas and models from the developed West to the developing Third World and from urban areas to the rural countryside. There is a high correlation between the indices of modernity and availability of mass media: the more developed the nation, the higher the availability of mass media outlets (Melkote & Steeves 2001). Media played significant role in the history of human development, just by informing educating and entertaining.

2.2. Definition of Developmental Journalism (DJ)

Development journalism/communication is defined, in the Philippines' context, as the 'art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of human potential' (Quebral, 1975a:2: in Ogan 1980). In 1991, Mwaffisi contend development journalism as the use of all journalistic skills to report development processes in an interesting fashion. It may require high skills and hard work but the rewards of this kind of journalism can be tremendous. It could almost lead to the humanization of international news. It could help lower the walls of intense suspicion and distrust that have arisen between Third World political leaders and the media. Different scholars have defined the meaning of development journalism. The following are some of the definitions in different literatures:

Gunaratne (1996) described developmental journalism as it appreciates participation and inclusiveness as DJ is: an integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grassroots (rather than with the elite). Ogan (1982) also stated DJ has the role of investigative reporting in countries where government has the will of democracy.

Far from being a mouthpiece for government propaganda, the journalist would fulfill the watchdog role of the press in the truest sense; This approach to

development journalism would also require that governments be willing to support a press system which will be so openly critical (Ogan 1982, p.8).

Banda (2007) defined development journalism as consisting of ‘news’ that: Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions.

(Wimmer and Wolf 2005) saw development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in rational discourse and solve them by using reasonable criteria free of social constraints. Development journalism can be understood as the reporting of ideas, programs, activities and events, which are related to an improvement of the living standard, implying that the essence of development journalism rests in journalistic principle with prior emphasis on promoting holistic development that equally benefits the people.

According to Murthy (2006): Development journalism is the promoting of development process rather than events; development news covers the entire gamut of socio-economic and cultural development; In its treatment, development journalism is not different from investigative reporting.

- To report the difference between what has been planned to do and what in reality has been achieved as well as the difference between its claimed and actual impact on people (Aggarwala,1978)
- To be independent from government and to provide constructive criticisms of government (Aggarwala, 1978; Shah, 1992; Ogan, 1982)
- To shift “journalistic focus to news of economic and social development” while “working constructively with the government” (Richstad, 2000, p. 279) in nation building;
- A news that related to the primary, secondary or tertiary needs of a country's population; news that satisfied the needs of a country's population and contributed to self-reliance; and news that related to development or to social, economic or political problems (Fair 1988).

The main goal of development journalism is to actively press for change and it also includes providing constructive criticism of various government and development projects and informing

readers about the impact of those projects on people both in the short and long run. Therefore, developmental journalism is a way of providing information about the success and failure of the plan and an activity that is implementing in the country. Development journalism still has global value and the practice has the following five characteristics: (a) It reports on achievements and shortcomings in development; (b) it focuses on long-term development; (c) it stays independent from government and critiques its leaders; (d) it focuses on development issues while working constructively with the government in nation-building; and (e) it empowers ordinary people, (Xu (2009).

These diverse definitions of development journalism sum up the basic features of development news. Generally, when development journalism defined as from the benefits of the grassroots people, evaluative and critical of government development programs independently, is more consistent. However, when it is used as development support communication, the concept refers to the communication process used only to serve the development goals of the government in power. That means the philosophy of development journalism is not fundamentally different from the authoritarian view when the media act as the mouth piece of government for achieving advanced civilization (Ogan1982). Therefore, the study opted the above conceptual definition of developmental journalism discussed by so as to examine about the editorial and characteristics of the news content produced in *Michuu-waaree* news program in Jimma Fana FM98.1 radio.

2.2.3. Historical Foundation of Developmental Journalism

The concept of development journalism emerged at a workshop for economic writers in the Philippines in the late 1960s (Gunaratne, 1996; Stevenson, 1994). At the workshop, the British journalist, Asia-hand and champion of development journalism, Alan Chalkley, told the participants that journalists should alert news audiences to development problems and open their eyes to possible solutions. Without claiming to be “a new kind of journalism,” development journalism represented “a new attitude towards the treatment of certain subjects” in relation to development. It was designed to serve the ordinary people, not the elite (Chalkley, 1980, p. 215) Alan Chalkley was also the first to coin the term development journalist.

In the subsequent years, development journalism gained universal currency with a strong following in the Second and Third World. The conceptual basis of development journalism relies

heavily on development communication theories. Its mission lied “in furthering the emancipation of such deprived groups as the urban poor, the rural people, women and so on and helping them actively to participate in the political process, that is actively influence their destinies” (Kunczik,1988).

(Chalkley 1968, in Gunaratne 1996) explained that a journalist's main task was to inform and give his or readers the facts. His or her secondary task was to interpret, to put the facts in their framework and, where possible, to draw conclusions. Chalkley said that these were the tasks of political journalists, as well as of crime reporters, society-page writers, human story writers and every other journalist. The development journalist, Chalkley said, had a third task, a positive one that one might call "promotion": not only to give the facts of economic life and to interpret those facts, but also to promote them and bring them home to the readers. You must get you're to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions to punch that hole in the vicious circle," Chalkley said giving his initial definition of developmental journalism. Gunaratne (1978) described developmental journalism as an integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grass-roots (rather than with the elite)." He argued that developmental journalism was not compatible with either the libertarian concept, which defined the function of the mass media as providing information and entertainment, or the authoritarian concept, which stifled "criticism of political machinery and the officials in power" and imposed a "top-down approach to problem solving.

(Aggarwala 1978, in Gunaratne 1996)) noted that Western critics had erroneously equated development-oriented news with government-controlled news. He argued that the development newsbeat involved reporting on the relevance of a development project of national and local needs; the difference between a planned scheme and its actual implementation; and the difference between its impact on people as claimed by government officials and its actual impact. Ogan (1982, p.10) identified developmental journalism as the critical examination, evaluation and reporting of the relevance, enactment and impact of development programs by a mass media independent of the government.

In his article, Shah (1996, p. 160). argued that efforts at reforming journalism practice ought to avoid being structured around Western notions of press freedom, which diverted attention from

how journalism could contribute to participatory democracy, security, peace and other humanistic values. Therefore, the concept of *emancipation* and its related concept of *emancipatory journalism* should be used to replace that of development journalism: As s localizing power emancipatory journalism should be able to help people establish local control over their immediate social conditions, providing people immediately with resources to mount a challenge to the equations of power. (Fair 1988, in Gunaratne 1996) conceptualized development journalism as news that related to the primary, secondary or tertiary needs of a country's population; news that satisfied the needs of a country's population and contributed to self-reliance; and news that related to development or to social, economic or political problems.

(Kunczik 1986 cited in Wimmer and Wolf 2005) saw development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in rational discourse and solve them by using reasonable criteria. Accordingly, development journalism has the following tasks:

- To motivate the audience to actively cooperate in development and
- To defend the interests of those concerned.

As the development journalism content is not a one time show but gradual process which requires the follow up of development projects, free of social constraints, development journalism recognizes the reality of underdevelopment, that development is a valid social goal and that media have a contribution to make towards it. The media are expected to actively pursue this role. Thus, (Banda2006) the main characteristic of development journalism is the deliberate and active role in pressing for change. It is geared towards mobilizing the people for national development (Domatob and Hall 1983, in Wimmer and Wolf 2005).

2.3.1. Multiplicity Paradigm (Theory)

The theory of development communication can be postulated in three historical moments, each with its own basic assumptions which are the paradigms of modernization, dependency and participatory. However, the study opted on the multiplicity/ participatory paradigm because of the followings reasons and criticism by many scholars. According to Jan Sarvaes arguments the central idea in this emergent third paradigm is that there is no universal path to development that

development must be conceived as an integral, multidimensional and dialectic process which can differ from one community to another. In other words, every nation must find its own strategy. Also the assumptions of development communication concerning modernization and dependency do not seem to be applicable any more in a global world (Shah, 1996: 143).

The new, so-called multiplicity approach on development emerged from the criticism of the modernization and dependency paradigms. The common starting point here is the examination of the changes from a 'bottom-up' perspective, from the self-development, self-creation or self-organization of the local community. The basic assumption is that there are no nations that function completely autonomously and that are completely self-sufficient, nor are there any nations whose development is exclusively determined by external factors. Multiplicity paradigm emphasizes cultural identity, empowerment and multidimensionality. It considers cultural identity of locals (Banda, 2006).

This paradigm is also referred as participatory communication for development. It came up with a new say which stresses, one way or another, there is interdependence of nation states. Development is an integral, multidimensional, and dialectic process that can differ from society to society. Therefore, development problem is a relative one. According to this paradigm, the causes of underdevelopment are contextual: Internal as well as external factors inevitably influence the development process (Servaes, 2002)

The participatory model views ordinary people as the key agents of change or participants for development, and for this reason it focuses on their aspirations and strengths. Development is meant to liberate and emancipate people and, in doing so, enable them to meet their basic needs. This model also emphasizes the local community rather than the nation state, monistic universalism rather than nationalism, spiritualism rather than secular humanism, dialogue rather than monologue, and emancipation rather than alienation Servaes (1999: 93) The role of mass communication here (in multiplicity approach) was to narrow the knowledge gap between the information rich and the information poor. Thus, communication was considered as a catalyst for change and assumed vital of mass media when used in non-commercial and non-Western style of communication.

Generally, the assumptions of development communication concerning modernization and dependency do not seem to be applicable any more in a global world (Shah, 1996: 143). participatory approach gives much emphasis to poor people to make them active participants in their own development since communication is considered as a process not as a series of products. Therefore, as a social institution, the ultimate goal of communication for development is to democratize citizens and cause positive, effective and sustainable change in a society. Likewise, there is people empowerment, mutual understanding, creating awareness, and dialogue, initiating for participation and mobilization as well in the participatory paradigm (Banda2006).

2.4. Development Journalism in Africa

In Africa, early theorists of development journalism argued that development journalism should promote Pan Africanism. Such theorizing saw the media as a revolutionary tool of African liberation from colonialism and imperialism. In the same vein, the media worked as extension of government policies of social, economic and cultural development. African theorists also argued that development journalism meant, above all, nation-building, creation of national consciousness, and unity. The duty of development journalism was to awaken citizens to the new cultural imagery of patriotism, nationhood, inculcate a viable degree of we are feeling, cohesion across tribal, racial, and regional, religious, and linguistic loyalties.

Development journalism also entailed that the media should contribute to national development goals, inform citizens of relevant governmental policies, introduce national leaders, foster political stability, and promote national integration and education. Lent (1977 in Ansah 1998) rationalized the argument of development journalism when he noted that:

Because third world nations are newly emergent, they need time to develop their institutions. During this initial period of growth, stability and unity must be sought; criticism must be minimized and the public faith in government institutions and policies must be encouraged. Media must cooperate, according to this guided press concept, by stressing positive, development-inspired news, by ignoring negative societal or oppositionist characteristics and by supporting governmental ideologies and plans (Ansah 1998 p.12)

The late president of Ghana, Kwame Nkrumah, a former journalist, believed in development journalism. According to Ansah (1998) Nkrumah used his paper, Accra Evening News to whip up support for his political party during the struggle for Ghana's independence and rejected the idea of an independent press. He believed in activist journalism, that a journalist should have high ideals, be a political activist and party member, and his newspaper a collective organizer, a collective instrument of mobilization and a collective educator, a weapon first and foremost for the overthrow of colonialism and imperialism and to assist total African independence and unity. Nkrumah (1965 cited in Odhiambo, 1991) thus claimed the true African newspaper is a collective educator, a weapon, first and foremost, to overthrow colonialism and imperialism, and to assist total African independence and unity.

Scholars such as Odhiambo (1991) has dismissed the nationalist and Pan African feelings that development journalism evokes, arguing that development journalism is obsolete when he noted, “like the ideology of development which is its *raison d’être*, development journalism, though a welcome departure from Western mass media, paradigm lacks organic relevance to make it a legitimate professional pursuit for sub-Saharan African journalists. This is because development no longer evokes patriotism in the present socio-political environment of the region.

2.5. Principles of Developmental Journalism

Banda (2007) in Skjerdal, 2011: 62) suggests five principles for developmental journalism in a new era as follows:

- The audience must be framed as citizens rather than consumers. This implies seeing people as participants, both in finding solutions to problems and in contributing to media making;
- This necessitates that journalists engage in the art of public listening. Instead of letting official sources decide the mode of expression and public discourse, the media should invite average citizens to voice their concerns;
- This type of development journalism promotes deliberation among people, and between the people and their leaders;
- Related to the previous point, citizens should be encouraged to frame their own development concerns. For the media, this implies that the journalist can no longer remain

neutral, but must declare his/her solidarity with the people. Banda emphasizes that this realization should not suppress the notion of the professional or the expert - on the contrary, it means the expert is acknowledged as a citizen, and that the two parties should engage in dialogue;

- Banda's model prescribes that development journalism should be both an engaged and an engaging activity. This final principle captures the very essence of the role of the media worker, as argued by Banda; it sets forth that the development journalist should be engaged in activism, emancipation.

Denis McQuail (2005) summarized the basic principles of social responsibility theory as the following:

- Media should accept and fulfill certain obligations to society and these obligations are mainly to be met by setting high or professional standards of truth, accuracy, objectivity and balance.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

2.5.1. The News Values/Contents of Developmental Journalism

As Banda (2006) noted development seems consistent with the ten proposals of development journalism posited by Galtung and Vincent (1992) cited in Gunaratne 1996, p. 7-8).

- Whenever there is a reference to development, the development journalists should try to make it concrete in terms of human beings. They should report people as subjects, actors and agents rather than as objects or victims with needs deficit.
- Development journalism should focus on more than economics because all other factors – military power, political power, cultural power, etc. – have to do with development in some way or other.
- Mere economic growth data will never do without accompanying dispersion data. In other words: development journalists must look at the income of the bottom 50 percent or 10 percent, as well as of the top 10 percent or 1 percent.
- Development journalism should focus on both differences and relations within and between countries. For example, journalists should substantiate the relationship between the rich and the poor. How, for example, does a wage freeze affect wage earner in relation to business people?
- Development journalism should focus on the totality of concrete life situations – the rich, the middle class, the working class, the poor, the dirty poor, etc. In other words, human life is rarely captured in black and white; there are always shades of gray.
- Development journalism should dwell on the dimension of democracy. Investigative journalism, for example, can serve as an aspect of the developmental role of the media.
- Development journalism should sometimes engage in ‘constructive’ criticism, highlighting success stories, where necessary.
- Development journalism should allow for people to talk. A useful approach is for journalists to sit down with people from high to low discussing the meaning of development thereby generating an enormous range of visions as well as how-to insights.
- Development journalism should sometimes let the people, more or less, run the media. This means giving people some media control, by, perhaps, enabling them to produce their own programmes. An example of this on the Zambia National Broadcasting Corporation (ZNBC) Radio I, and to some extent on the South African Broadcasting Corporation (SABC)’s Ukhozi FM in Kwazulu Natal, was the radio listening clubs project, which enabled women to record their voices and have them transmitted on public radio.

- Development journalism lets people run more of society, and then reports on what happens. In other words, development journalists should report on people's movements and organizations, on people's struggles to construct, deconstruct and reconstruct social meanings for themselves. In a sense, development journalism becomes a recording of human existence, in all its manifestations.

The main precedence of development journalism news is development, social responsibility, education, national integration and human interest are explained as follows as stated by (McQuail 1983);

- **Development:** Journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to the knowledge of the audience when they point out what the government is supposed to do for them and is not being done. Development journalists should report in terms of positive programs through success stories and advocacy.
- **Social responsibility:** Journalists reporting development need to focus on ordinary people because, its these common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population.
- **Education:** This is where the development journalist makes the audience understand how they will benefit from the adoption or use of a certain project.
- **National integration:** The pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse and sometimes hostile communities.
- **Human Interest:** Development stories need not be lifeless and predictable, the journalists can give these stories impact by putting people in them because in the end, development is about changing lives and that's what listeners relate to.

Also Aggarwala (1979:180) lists the following advantages of development news for the society that can offer:

- To promote better mutual understanding by encouraging the media in the industrialized countries to devote greater attention to the content of their transmissions in order to better satisfy the needs of listeners, viewers, and subscribers both in and outside their national territory as also to make the cultures and civilizations of other peoples, especially those to whom the trans- missions are addressed, more widely known;
- To ensure that journalists and writers show the utmost prudence and themselves verify the reliability and authenticity of all material, data, or arguments used by them which might tend to intensify the arms race;
- To help "decolonize" information by taking a more objective approach to the aspirations and concerns of the developing nations, while at the same time eschewing all incitement to hatred or racial, religious, political, or any other kinds of discrimination, and all initiatives liable to misrepresent, distort, or show in an unfavorable light the measures taken by the developing countries;
- To help establish a balance in the information flow by devoting more space in newspapers and in radio and television programs to news concerning developing countries as well as to news concerning immigrants working for the development and well-being of host countries; and
- To ensure that journalists respect the laws of the country and the cultural values of the different peoples, and acknowledge that the right of peoples to get the right information.

2.5.2. Free Press for Development

UNESCO (2008, p.110) suggested to reduce poverty, liberating access to information as well as improving the quality of information are vital. People with more information are empowered to make better choices. A free press also acts as an intermediary between individuals and government by apprising the latter of the needs of the population and acting as a bulwark against crises and situations of extreme deprivation. It makes governments accountable and their actions more transparent and it is important not only for anti-poverty efforts but also for economic development in the broad sense of the term, (Abayineh (2017). A free press can contribute to attainment of the social development goals (SDG) and, most importantly, can help ensure that the different dimensions of human and societal development are satisfied. Xu (2009) also

recommended the free press and high quality journalism for media institutions to play significant role in national development process:

- ✓ Media freedom is fundamental in democracy therefore it should be non-negotiable.
- ✓ Media must report the truth without undue misrepresentation of facts, sensationalism, propaganda and bias.
- ✓ In reporting, the media must take cognizance of national security and the welfare of the people.
- ✓ Media practitioners must not be influenced by the interests of ownership, both government and corporate.
- ✓ Ownership of the media should be spread to avoid the monopoly of a few, powerful individuals, corporations or governments.
- ✓ Display or transmission of pornographic and violent media materials should be controlled to reduce negative influence on societies.

2.6. Development Journalism as Practice

The practice of development journalism has revived and prevalent in most developing countries where a huge task of development projects in undergoing. The concept is grounded in the assumption that mass media including print, broadcast and the internet can be used as intervening process for making the development happen and visible in the eyes of the public (McPhail, 2009). Alan Chalkley (1968) and others associated with the Press Foundation of Asia in Manila, as well as several Philippine communication scholars used the catch phrase developmental journalism. They organized courses on developmental journalism in Manila, Bangkok, Jakarta, Kuala Lumpur and other cities.

The concept has become popular among African governments, which took over the power from the colonials with the beginning of a new age of economic growth (Odhiambo, 1991; Skjerdal, 2011). According to Skjerdal (2011), the concept has been adopted by various leaders by making some adjustment to their government systems including military, one-party democracy style, autocratic, and multiparty systems. The African press is expected to play a major part in informing, educating, motivating, mobilizing, and entertaining the people. In practice, although the press has contributed to health, nutrition, family planning, and agriculture education programs

in countries like Nigeria, Ghana, Cameroun, Zaire, and Kenya, it has largely been used by “most African ruling groups to consolidate and perpetuate power in the name of development journalism” (Domatob & Hall, 1983, p. 18). Consequently, it is the elite, not the ordinary people who have benefited most from the practice of development journalism.

Skjerdal (2011) noted development journalism has its roots in revolutionary journalism, promoted by Ghana’s first president, Nkruma, where he has used the various media to mobilize the people against the colonizers. In this regard, this concept was prevalent in almost all public addresses in 1970s. however, the concept first emerged and used in Asian countries, (Gunaratne and Hasim, 1996, cited in Skjerdal, 2011).

Broadly speaking, the idea of this concept is that the journalism should play a great role in the country such as dissemination of government policies in order to create awareness among the public as well as mobilize them towards the implementation of these policies. Edeani (1993) defined the concept as the kind of journalism which pays sustained attention to the coverage of ideas, policies, programs, activities, and events dealing with the improvement of the life of a people. Aggarwala has pointed out that development news should not be equated with government-controlled news and information handouts; rather it should be looked upon as a new form of investigative reporting (Aggarwala,1978c:200). The journalist’s job on a development newsbeat is to critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the differences between its impact on people as claimed by government officials and as it actually is.

Ogan (1982) defined the development journalism as a concept at the heart of this new information order. It appears that both the proponents and the critics of the establishment of this new kind of journalism are not clear about the concept ‘s meaning or method of application in any particular setting. Both, development journalism and development communication used as interchangeable terms and this provided the background of the conflict over the term since 1970s when the United Nations Educational Scientific and Cultural Organization (UNESCO) declared to adopt the concept, in order to help the developing countries and address their many social and political challenges. She asserted that the groups who advocate for the press freedom have attacked the UNESCO, including the international press institute (IPI), and House freedom. She takes as an

example, the UNESCO conferences in Latin America, where the experts suggested the idea of nationalism. The concept of development communication is not only used for mass media communication, but it encompasses all other communication channels.

2.7. Critiques of Development Journalism

A communication scholar Robert stated that the practice of development journalism interrupted where; first, the press becomes far less critical and eventually is forced to give up its watchdog role in society, (Robert 1988). As it continually panders to the government, the media loses its critical edge and becomes nothing more than another government mouthpiece. When this happens, it paves the way for a virulent underground or alternative press with a strong anti-government approach.

The most dangerous pitfall is the fact that the press gives up its right to question and demand accountability from the government of the day. As the press tries to promote the government and the common good, it can start to lose sight of the individual and the individual's human rights. In other words, a developmental press has come to be equated with one in which the government exercises tight control and prevents freedom of expression, all in the name of noble ends.

A development journalist should critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between its impacts on people as claimed by the government officials and as it actually is. It is not synonymous with officially prepared handouts, so-called positive news. Development journalism can also be explained in contrast to Western journalism model, i.e. a general type of libertarian fourth estate journalism (Skjerdal, 2009). Western journalism model is informed by a liberal or neoliberal political economy which makes media ownership the prerogative of private businesses who value their own profit than the actual development needs of the majority. In a sharp contrast to development journalism, Western journalism is dominated by day-to-day events and tabloidization (Reeves 2006, p.180)

Government censorship does only happen in Africa and South America. In 1975 Gandhi imposed strict censorship in India. But despite this censorship, many Indian journalists sneaked into their news columns words, phrases and even sentences and paragraphs that escaped the attention of the censors and that conveyed concealed meanings to knowledgeable readers.

By its definition and purpose, development journalism is assumed to serve the ordinary people, not the elite. In this regard the term *ordinary people* is to mean the marginalized, poor and less privileged people (Xiaoge, 2009a in Hanitzsch, 2009). But, in its practice it was found out that development journalism was criticized for neglecting the ordinary people, particularly the women. Even if governments especially governments in the developing countries promoted the media that is pro-development, the time allotted for development issues was insignificant. (Pandian, 1999 in Solomon 2014).

Development journalism is also criticized for not matching with either the liberal concept which defined the function of the mass media as providing information and entertainment, or the authoritarian media concept which muffled criticism of political machinery and the government officials in power (Ismail 2013). Study suggests that development journalism is a failed journalism and it is referred to as a backward type journalism whose idea has come in a Third World Countries. It is also seen as a threat to minority groups and a barrier to the development of free politics and journalism, (Sussam, 1978 in Ismail, 2013). Therefore, the critics of development journalism as a practice summarized as follows;

- Too much attachment to government thus they end up behaving like the government's mouthpiece this makes them neglect their watchdog role of being social and political gatekeeper this increases the government control over the press.
- Media Presents issues of development not impact of development this leads to development Journalism becoming obsolete due to liberal/market oriented media (J. Boateng Feb, 2010).

2.7. Overview of Development Journalism as a Practice in Ethiopia

Following the ratification of the press freedom, Ethiopia has accepted the philosophy of developmental journalism model to use in its media reporting process for socio-economic growth. According to Skjerdal (2011), the Ethiopian authorities introduced the philosophy of development journalism in 2008 He pointed out that the main concern of the policy is about how to address the economic problems in the country. The most important element that frames the Ethiopian policy is economic poverty, in which the government strives to put the Ethiopian people among middle income societies within 20-30 years. In this policy draft document, the basic pillars of

development journalism are included in a way that it will guide the Ethiopian media practice in a certain way.

In addition, Skjardal (2017:4) stated that a characteristic which sets Ethiopia apart from other media societies in Sub-Saharan Africa is its official media policy, which is based on development journalism. The philosophy is explicated in a lengthy 48- page policy document (latest version 2015) which applies to all state media outlets or official media including national and regional mass media and various print media channels should cover news and issues in such a manner that they ultimately support national growth and development (Skjardal (2017:4). As a philosophical level that the policy document draws a dichotomy between authoritarian and libertarian ideologies. In short, authoritarianism is condemned for suppressing the free will of people, while libertarianism is disapproved for being driven by profit instead of national and human interest. The solution to these supposedly deficient ideologies as foundations for media systems is a middle-of-the-road approach defined as the development journalism philosophy (Skerjal,2011, p.6).

The policy document supports people participations in media production, as evident from the way the document defines development journalism: Development journalism is a journalism that makes people understand, accept and actively participate in the implementation of appropriate development ideas that may extricate people from poverty and backwardness by bringing about rapid national change and building on positive values of development and democratic change. (Ethiopian policy document on development journalism, EPA 2008). This definition also implies the significant roles of the media workers. That means media should identify development plan failures and implementation gaps through investigative journalism and should teach development actors from their failure practically, Skerjal,2011, p.6). It gives opportunity for both success and failure development story coverage. The policy recognizes both media ownerships are essential in the Ethiopian political economy (national development). So, in Ethiopia this philosophical model is expected to take part of the social development through stimulating the development issues reporting. That means media can play such promising roles as witnessed by scholars on the above discussion. FBC also has been applying this model in its editorial policy since its establishment as the evidences revealed.

2.7.1. The Ethiopian News Media Landscape

Ethiopia liberalized its media legislation in the 1990s and began to allow private media outlets as an alternative to the state media. However, liberalization of the media in Ethiopia has developed at a slower pace than in most other comparable societies, and the media market is still dominated by official media outlets (Skjerdal2017). Both the broadcasting law (1999) and the general media law (1992) have been replaced by new and more liberal laws. Freedom of media has huge impact upon different facets of development in a broad sense. Human development (ranging from poverty to inequalities), healthcare, education, governance or security has huge relationship with the freedom of the press. Ethiopian government also introduced an access to information proclamation (No.590/2008) to show improvement in the area of transparency in accordance with Article 55(1) of the Constitution of the Federal Democratic Republic of Ethiopia.

The proclamation notes about media ownership, the mandate of media managers as well as public bodies to the right of mass media as well. However, the law has had a hampering effect on the media market, (Brechenmacher, 2017) Also, the 2009 Anti-Terrorism Proclamation has had an even more debilitating effect on independent media. Today, the media landscape has changed, while the government has opened up for private media which means that there are more citizens engaged watching TV programs from private media than from the state-owned media as it was revealed by the study with GeoPoll 76 /Kantar Media for the Fojo Media Institute (Tallert, Jacobsson, Romare, & Karlén, 2017, p. 7). Also, the study conducted by *the international media support 2019* stated that there are fourteen private radio stations operate in Ethiopia. Many other broadcasters on radio have regional stations and in all, 31 community radio stations are operational, out of a total of 52 stations registered by the Ethiopian Broadcasting Authority.

There are also 116 broadcast outlets licensed by the EBA (40 of which are for TV). Twenty-four commercial and 10 public satellite television stations are also operating in Ethiopia. The expansion of satellite television in Ethiopia has created alternative media platforms for the public. Fana Broadcasting Corporate and Walta Media and Communication Corporate, which both follow the communication strategy of the central government and the Prosperity Party (PP). They are therefore referred to as private channels/commercial media/public media.

By the end of 2019, there were 21 privately owned newspapers in circulation in more than one regional state in Ethiopia, as registered by EBA – 15 newspapers and six magazines.¹⁷ Newspaper circulation is very low, however, with leading private newspapers issuing only weekly 50,000 copies combined. The average circulation is estimated at 7,000 copies – a very small amount for a country like Ethiopia with a population of over 100 million, (EBA, 2021).

There have been immense changes in the local media situation since Dr. Abiy Ahmed assumed leadership in April 2018. In its coverage of Ethiopia's recent developments towards democratization. The Guardian referred to the nation as one “led by a man who professes to believe deeply in freedom of expression” (The Guardian, Sep/25/2018). Abiy's government lifted bans on websites and blogs (over 200 of them were unblocked within the first month of the reform); freed political prisoners including jailed journalists and started amending the anti-terror law (Reporters Without Borders, June 25,2018 updated on June 26,2018). This is a time marked by the opening of the massively controlled media sector (Schemm, 2019). The country got 110th place in the 2019 World Press Freedom Index which is remarkable as it improved 40 places up from its former place of 150th (Reporters Without Borders, 2019). At the same time, the press situation in the country is deeply disconcerting. The reason for this is that the media landscape is as polarized as never before, and that parts of the media are being blamed for playing a pivotal role in the turbulence which have erupted in various parts of the country since 2019, (Skjerdal 2020).

2.8. Theoretical Framework of the Study

2.8.1. Public Service Development Journalism Model of Banda

Banda (2006) also focused on five practical suggestions drawn from (Austin 1997) for the purpose of implementing a development journalism agenda within the context of Public Service Broadcasting PSB. These steps include: treating audiences as citizens; cultivating the art of public listening; promoting a deliberative/dialogical culture among citizens; supporting citizens' framing of the development agenda; and cultivating engaged and engaging development journalism.

Banda also summarized the following philosophical similarities between development journalism and PSB, when writing about the applicability of development journalism in the context of public service broadcasting.

Firstly, development journalism lays stress on the *free will* of the journalist. This resonates with the requirement of PSB to be independent from vested interests i.e. political, commercial, etc. by placing faith in the *professionalism* of the journalist to act in the public interest. This is also explicitly supported by public journalism's view of a socially active journalist, engaged in constructing, deconstructing and reconstructing social reality.

Secondly, PSBs notion of *universality* is implied in development journalism's concern with providing access to *marginalized members* of society and enhancing their participation. PSB, like development journalism, values the inclusion of all, including minorities, in having their voices heard on a range of issues. notion of development journalism requiring to be 'structured decentral and participative (Wimmer & Wolf 2005: 3) seems to chime with the PSB structure of regional broadcasting houses.

Thirdly, the very structuring of PSB proper, accountable to a people, representative body, assumes that it is there to service the needs of the population, and not of particular political elite.

Fourthly, both development journalism and PSB value cultural and community identity in the sense of a counter-hegemonic force against any local or foreign hegemonic cultural encroachment

The primary mission of public service broadcasters is public service, not profit. The funding, in much of the world, comes from the government, mainly from receivers' annual payment. In order to properly ensure the practice of PSB as per a model public service broadcasting law was passed in 2005 G.C. The purposes of this Act are: (a) to promote the provision of high-quality broadcast programming to the public at large; (b) to promote and guarantee the independence of the public service broadcaster from political or commercial interference within a framework of accountability to the public; and (c) to ensure stable financial provision for the public service broadcaster). It also is noted that the primary mission of public service broadcasting is that of public service, speaking to and engaging as a citizen.

Therefore, the study adapted the Banda's (2006) public service development journalism model discussed on the above as useful theory to analyze the contents of the news of *michuu-waaree* program that share the tenets of DJ in common so as to address the theme of the news of *michuu-waaree* news program.

2.8.2. Social Responsibility Theory

In mid-20th century most of the developing countries and third world nations have used this social responsibility theory of press which is associated with “the Commission of the Freedom of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and Schramm) it has been stated that pure libertarianism is antiquated, out dated and obsolete. That paved way for replacement of Libertarian theory with the Social responsibility theory. In the theory, the concept of the public interest, albeit inexplicitly, lies at the heart of the definition of social responsibility. This highlights the crucial role of the communication sector in shaping societal processes: the formation of public opinion and civil society movement, social and political development patterns, including more tangible processes such as the unfurling of elections campaigns and their outcome. The theory emphasis that the media must work only to the things that are beneficial to the society. It allows individual ownership of the mass media but such owners and their media are credited with obligations to society i.e. obligations to provide information, to allow a diversity of views, to encourage the best and most professional of journalistic activity so as to pursue truth and knowledge.

Therefore, it stresses that the views of different groups of people should be heard without any bias. Media, therefore should give due attention for the common and ordinary people. Social responsibility theory and Development Journalism shares commonalities and this theory is also chosen to frame the study. Accordingly, McQuail (2005) summarized the basic principles of social responsibility theory as follows:

- Media should accept and fulfill certain obligations to society and these obligations are mainly to be met by setting high or professional standards of truth, accuracy, objectivity and balance.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.

- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

Accountability is mentioned by both the Hutchins Commission and the proponents of development journalism. Chalkley (1968) pointed out at the outset that developmental journalism was not for the elite but for the ordinary people. The task of a development journalist was to use simple terms and to avoid jargon. Gunaratne (1978) described developmental journalism as an integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grass-roots (rather than with the elite. Aggarwala noted for this control to be placed on the media by the journalists themselves in his description of development communications. Galtung and Vincent (1992, 50-51) have shown how the traditional news values which emphasize elite nations, elite persons' personalization and negativity have resulted in very little coverage of how structures are operating to produce unhappy circumstances for poor people.

Therefore, the press must be accountable to society for meeting the public need and for maintaining the rights of citizens and the almost forgotten rights of speakers who have no press as it was stated by the Commission (p. 18). The social responsibility theory is adaptable to the press taking on the task of reporting the progress and failure of development programs by making both parties such as media professions and government agents to be responsible socially. Generally, the research employed the social responsibility theory, the principles discussed on the above, to analyze the document (news) and interview data collected from Fana FM 98.1. Thus the theory was used to frame the study i.e. how the medium values the social responsibility function of journalists through educating, engaging and empowering people.

Chapter Three

Methodology and Design of the Study

3.1. Introduction

Research methodology involves the systematic procedures by which the researcher starts from the initial identification of the problem to its final conclusions. This chapter start with a discussion of the design, data collection method and ethical consideration as well as population, sampling techniques, data analysis and organization.

3.2. Research Design

Cross-sectional research design enables researchers to collect data at one point of time, thereby enabling researchers to obtain results relatively quickly than other types of research designs. Cross-sectional research design is further more cost effective compared to other types of research designs. This design is best suited to studies aimed at finding out the prevalence of a phenomenon, situation, problem, attitude or issue, by taking a cross-section of the population (de Vaus, 2001). Accordingly, the researcher took three months' news programs of *michuu-waaree* news as a population that was broadcasted from the beginning of December 1th, 2020 to February 30th, 2021. cross-sectional research design also enables to use qualitative data. Qualitative research methods for media studies provide researchers with the tools they need to perform their tasks by being critically engaged, theoretically informed (Berelson 1952). The main objective of this study is to examine how the development journalism has been manifested in *michuu-waaree* news content. One decides to employ qualitative methods when the goal of the research is to examine, understand and describe a phenomenon. As evident from the presentation of the research questions, the study tries to answer the major research questions such as how development journalism is being manifested in news reporting of *michuu-waaree* news. With open-ended questions, participants are free to respond in their own words, and these responses tend to be more complex. Therefore, qualitative method was used to review the news archive (document) as well as the interview data collected from the *michuu-waaree* news producers, reporters, editor and the manager of the Jimma Fana FM98.1 radio station with the open ended questions used to analyze in qualitative method.

Qualitative Approach

Compared to the quantitative approach, qualitative content analysis is usually concerned with smaller bodies of material to be analyzed. Qualitative research method is the methods used to conduct this research for the collection of empirical data and analysis. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples' motivations, attitudes and behavior. Qualitative research is more appropriate for examining words and ideas rather than counting numbers. According to (George, 1959) qualitative analysis of

media content is important for content analysis. It concentrates on the structure of the story within a text and thus stresses the narrative or story-telling character of the text. Qualitative approaches are more concerned with developing data can be interpreted for theoretical significance. Therefore, qualitative method was used to review the news documents as well as the interview data collected from the *michuu-waaree* news producers/reporters, editor and the manager of the Jimma Fana FM98.1 radio station with the open ended questions used to analyze it. Thus, the theoretical connotations of the concept and the practical implications of the process make this research study particularly well suited to the objectives under the study.

3.3. Population and Sampling Techniques

3.3.1. The Target Population

Kombo & Tromp (2002) define target population as a group of individuals, objects or items from which samples are taken for measurement. So population is an aggregation of elements from which the sample is actually selected. In content analysis, an appropriate sample needs to be drawn to produce valid results (Krippendorff,1980). If too few or a biased sample of the population is used, data will be unreliable. But selecting too large a sample may be an inefficient and unnecessary waste of resources. In his study of ETV news, Temesgen (2019) argued that two constructed-weeks (samples out of three months' new population) produced results systematically sufficient to represent the news broadcasted.

Therefore, the target populations of this study were the three months' news programs of *michuu-waaree* news. That means, from the beginning of December 1th, 2020 to February 30th, 2021, news of *michuu-waaree* news programs of three months was the target population of this study. Accordingly, the target populations of this study were three months of news of *michuu-waaree* news programs. Thus, the researcher took 60 *michuu-waaree* news programs. *Michuu-waaree* news programs is broadcasted from Monday to Friday for one hour regularly. Therefore, this study focused on news content of Jimma Fana FM98.1 *Michuu-waaree* news program broadcasted from December1/2020 – February 30/2021. The main reason the researcher focuses on news is because news is the life of journalism; ‘...without news journalism would not exist’ (Mwaffisi,1994). The researcher prefers *michuu-waaree* news believing that this news program started its regular transmission in the afternoon daily in the specific time per-week. This time also

allows most audiences both in the city and rural area to listen the program. The researcher believes that *Michuu-waaree* news broadcast of any times can serve the purpose of the study. And the study reviewed news that was broadcasted at different times accordingly.

3.3.2. Sampling Techniques and Sample Size

Sample is a subset of a population and making it representative is essential. In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal.

Content analysis according to Berelson (cited in Stemple, 1989) is defined as a research technique for the objective, systematic and quantitative analysis of the manifest content of communication. Objective in a sense, if different researchers apply content analysis on a particular content, they get the same result since they use the same procedure. But if the technique is subjective and not systematic, the result becomes different. Content analysis is also an important tool to examine the content of recorded information (Wimmer and Dominic 1997). As a result, the researcher of this study has taken the news of *Michuu-waaree* news program as a sample content of Jimma Fana FM98.1 radio station.

Since, news by itself can represent the life of journalism and its distinctive character that makes different from other profession (Mwaffisi:1994 cited in Temesgen Alemu 2019). And this implies that content analysis is appropriate techniques to find out how the practice of developmental journalism is manifested in the media. The data for this study was collected from *michuu-waaree* program. The researcher employed systematic random sampling to select the appropriate sample for the study.

According to Wimmer and Dominic (1997), systematic random sampling saves time and resources when compared to simple random sampling. Moreover, the systematic random sampling is easy in selection, and its selection is accurate than simple random sampling. Its procedure is generally inexpensive. From the population of three months of *Michuu-waaree news* programs, this study took the first week of each three month's news programs that means 3 weeks of news programs were analyzed by using systematic random sampling. On the other hand,

purposive sampling was employed to select interviewees from the professionals of Jimma Fana FM98.1 who were directly and indirectly taking part in producing *michuu-waare news* Program.

The researcher conducted an in-depth interview with those interviewees (reporters, senior reporters and editor in-chief and deputy editor in chief of the program of *michuu-waaree news*) Since the purposive sampling enables the researcher to choose the sample based on who they think would be appropriate for the study. Accordingly, the participants are selected purposively from reporters, senior reporters, producers, news editors, and program coordinators. Thus, a total of six respondents were selected purposively to participate in the interview.

3.3.2.1. Probability Sampling Method

With probability sampling, all elements (e.g., persons, households) in the population have some opportunity of being included in the sample, and the mathematical probability that any one of them will be selected can be calculated. This sampling technique follows some type of systematic selection procedure to enable each unit has an equal chance of being selected. In contrast to non-probability sampling, probability sampling is amenable to generalizations from which the sample is drawn. The most basic form of probability sampling is simple random sampling (Given, 2008). It is also called chance sampling or probability sampling where each and every item in the population has an equal chance of inclusion in the sample and each one of the possible samples, in case of finite universe, has the same probability of being selected Kothari (2004). Probability sampling includes simple random sampling, systematic sampling, stratified sampling, and cluster/area sampling. A probability sampling scheme is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined.

When every element in the population does have the same probability of selection, this is known as an 'equal probability of selection' (EPS) design. Such designs are also referred to as 'self-weighting' because all sampled units are given the same weight. Accordingly, in this study, simple random sampling was used by the researcher to select the first five days (from Monday to Friday) of the first week of each month's programs of each three months. Therefore, the total of three weeks of news stories which means 300 news stories were selected by systematic sampling

method. Among the 300 news stories, 6 news were dropped due to quality problem and the other 294 news stories of *Michuu-waree* were selected and analyzed accordingly.

3.4. Data Gathering Tools

3.4.1. In-depth Interviews

Intensive or in-depth interview is very important tool that helps in providing detailed background information about the interviewees 'opinions. It assists the researcher in digging the respondents 'opinions, values, motivations, experiences and their feelings (Wimmer and Dominic, 1997). As Wimmer and Dominic emphasis, in depth interview gives a wealthy of detailed information and provides more accurate responses on the issues. Therefore, this technique is preferred to gather essential information that assists to answer the research questions of the study. Accordingly, the researcher conducted the interview with professionals (reporters, editor and producer) who 's taking a part in producing and disseminating *michuu-waaree* news program to gather their opinion about the program, their goals in the program, news sources the challenges they face while gathering information for their program and producing the program were interviewed on the basis of purposive sampling.

3.5. Methods of Data Presentation and Analysis

As the researcher stated on the above, the purpose of the research was to analyze the development journalism manifestation in Jimma Fana FM 98.1 - *Michuu-waaree* news program. The interviews were recorded and then translated (from Afan Oromo to English language and three months' sample *Michuu-waaree* news which was broadcasted from December1 2020 to February30 2021 was analyzed. Data which were gathered using these instruments were analyzed qualitatively and interpreted carefully in line with development journalism manifestation. Then findings were presented in narrative form with significant quotations taken from the data to serve as evidence for the research findings.

3.6. Ethical Considerations

This study looks into considering all ethical issues. The privacy of the research participant will be protected and they will be assumed that no risk or harm would happen as a result of their participation in the study. The research will be conducted according to Jimma university's rules, policies and codes in relation to research ethics. During in this research, keeping the participants' identities, anonymous and their view is confidential. Informing participants about the overall purpose of the research and requesting their genuine consent will be the researcher's responsibility.

Chapter Four

Data Presentation, Analysis and Discussion of Findings

4.1. Introduction

The main objective of this study was to analyze the development journalism manifestation in Jimma Fana FM98.1 by focusing on *michuu-waaree* program. Based on this, this chapter mainly discuss the analysis, presentation and interpretation of data gained by employing qualitative content analysis and in-depth interviews. Accordingly, the data were discussed and analyzed based on the theoretical frameworks of development journalism presented and discussed in chapter two.

The study tried to address the following issues in this chapter. Firstly, on the basis of news content analysis of Jimma Fana FM 98.1, the study tried to uncover how far *Michuu-waaree* news stories manifested the principles of developmental journalism in news reporting. Secondly, coverage of the news content in relation to its style/characteristics of reporting was a point of discovery through in-depth interviews. Thirdly, using in-depth interview and the researcher also tried to uncover factors affecting the media practitioners in manifesting the principles and practice of developmental journalism.

Findings from the qualitative content analysis and in-depth interviews were presented and discussed concomitantly in this chapter as per the objectives of the study. To this effect, to address the objectives of the study and research questions, data are presented in seven subsections under the headings: Manifesting the principles of development journalism, editorial policy of Jimma Fana FM98.1 (FBC), content analysis of sampled news and the interview, themes of the news content, news sources of *michuu-waaree* news program and major challenges that obstruct the manifestation of development journalism in *michuu-waaree* news report in Jimma Fana FM98.1 radio station.

4.2. Development Journalism Manifestation in *Michuu-Waaree* Radio News Program in Jimma Fana FM98.1

FBC, Jimma Fana FM98.1, follows and adhere to their recently adapted editorial policy in 2010 E.C. The policy prescribed that news and program content will follow the principles of development journalism and Fana Broadcasting Corporation (FBC) provides all the inputs needed for news and programming to maintain professional ethics and ensure the accuracy of information.

We work diligently to make Fana news and programs content-oriented, up-to-date, hot, interactive, influential, problem-solving, with a special focus on news and current issues. (FBC editorial policy p.15:2010)

Ethiopia's constitution grants freedom of expression "without any interference" and the freedom of the press and other mass media, including freedom of artistic expression, are covered in that provision. However, with the introduction of restrictive legislation such as the mass media and access to information proclamation of 2008, and antiterrorism laws of 2009, the promises of

freedom of expression have been seriously compromised. This has led to the shutdown of numerous media houses and persecution of media professionals. (Brechenmacher, 2017) stated that the law has had a hampering effect on the media market. Since recently transitional movement started in Ethiopia, media policy has also been parts of this reform and the broadcast authority is showing different progress as the evidence reveled. Fana Broadcasting corporation, as a commercial media, is contributing its best to the success of this transition.

Accordingly, FBC, Jimma Fana FM98.1, has been playing an enormous role in informing, educating and entertaining as well as encouraging the society in all aspects of social, cultural, economic and political development by adapting developmental journalism philosophy since its foundation according to FBC 2010 magazine. The editorial policy of the FBC is a revised edition which was published in 2010 E.C (or in 2018 E.C.) The editorial policy also prescribed the responsibilities of Editorial committees and the work-cultures of the organization in the document, (FBC editorial policy 2010 E.C: p.14). Evidences also revealed that there have been immense changes in the local media situation since Dr. Abiy Ahmed assumed leadership in April 2018. However, there are several challenges to access to information in Ethiopia (Deutsche Welle Akademie DWA, 2019) Some of the challenges are: lack of information from the government to the public, unverified information, and misinformation and hate speech circulated through social media. Challenges identified in the media sector included lack of capacity among journalists; lack of issues-based reporting and specialization are some of the problems identified. Also, Skjerdal (2020) stated that the media landscape is as polarized as never before, and that parts of the media are being blamed for playing a pivotal role in the turbulence which have erupted in various parts of the country since 2019. Thus, a combination of factors, both from information providers and recipients, have been identified to have contributed to the limited access to information.

Even if creating active journalism platform for a change is one of the pillars of strategies pursued by Ethiopian government in order to eradicate poverty as a vehicle towards the realization of Ethiopia's vision of becoming lower middle-income country by 2025 but the profession of DJ reporting was limited to the success stories, (Skjerdal, 2011). Therefore, even if the editorial policy of FBC was revised to make the media more responsible and committed based on the DJ model, it was not institutionalized due to the above factors. However, McQuail (2005) stated that journalists and media professionals should be accountable to society as well as to employers and

the market. Similarly, Banda (2006) revealed that development journalist must get the readers to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions. It must give individuals in communities marginalized by modernization a means of voicing critique and articulating alternative visions of society constructively.

The researcher also interviewed the informants of the study one of the research questions, “As Jimma Fana FM98.1 radio news editor in chief, to what extent your editorial policy manifests the practice of developmental Journalism in writing and reporting news particularly in the *michuu-waaree* news program?”

The chief editor said he has been practicing the developmental journalism philosophy in the medium for a long year. This type of journalism played an important role for achieving the development goals in many countries and the assumption was the same in Ethiopia and its main purpose was to make the societies actively participate in its socio-political and economic development issues. But, it was challenging to implement those principles of DJ in to practice due to so many reasons. The respondent also added that:

Those principles of development journalism need to be clearly articulated in the editorial policy to be exercised by media practitioners, editors and the whole concerning bodies. I think there is no similar consensus on the concept of DJ from both government and media practitioners. Mostly, government officials/experts want us to report when they have an event or project inauguration ceremonies because, they think that the role of media is only reporting their success stories but that is wrong assumption. However, our reporters do their work based on their plan.¹

Deliberately, the researcher focused on the *michuu-waaree* news program in Jimma Fana FM98.1 radio station. It used to avail news stories for the society using development journalism approach. Mcquail (1983) stated about the news value or content of development journalism in the developing country that journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to the knowledge of the audience when they point out what the government is supposed to do for

them and is not being done. *Michuu-waaree* news program producers, editors and reporters also follow their law as a guideline to produce and broadcast their news production as the informants revealed.

One of the news reporting approach we use in this news room/Jimma Fana FM98.1 reporting approach is known as development journalism model. DJ is not about reporting only positive things in Fana law. The media also give a coverage for development works, plans and strategies for the benefit of the society.²

The station follows their editorial policy to produce news and programs. Especially, in *michuu-waaree* news program, the above informant emphasized that they work to define good deeds as a good practice. And, they also work to bite the corrupt practices and hold the perpetrators accountable. However, the informant replied that the concept and principles of DJ prescribed in the editorial policy were not fully manifested in the news content critically due to some problems. There are internal and external related problems that can obscure the practice of development journalism according to the above informant.

Within the media organization itself (FBC), they want us to do their interest only. Often when you want to focus on some problems (public issues), you may have external or internal pressures. I think we have to get out of this kind of traditional approach, even if so many changes are there.²

As it can be understood from the above respondents' experiences development journalism reporting have been playing a big role in stimulating development by constructing, deconstructing and reconstructing social reality. And they have been practicing and manifesting the principles of the model in news content.

According to Banda 2006, development journalist should be socially active, engaged in constructing, deconstructing and reconstructing social reality. The researcher interviewed the *michuu-waaree* news program practitioners the question that says, "*As Jimma Fana FM98.1 radio station reporter what are the principles of developmental journalism in news content?*" The comments are showed below.

Development journalist covers not only the development but, also observe the area where there is no development or what has not been done and why it was

established. So, since Jimma Fana FM is working on this issue, we go to go to the district and see if there is a development work. And also we use a simple language in our work to make it clear so that everyone can understand it.³

Therefore, according to the above informant, as a principle he works to present accessible information to the listener. The journalist has an interest and responsibility for raising the level of public discourse and helping society find solutions to its problems. This helps to realize Gunaretne's (1996) development journalism model described in (Banda2006) that says development journalists have to play a catalytic role to stir up people into being active participants in nation building.

Also, one of the senior reporter of *michuu-waaree* replied to the above question in a very general term. According to this respondent:

The principles of development journalism are fairness, balance, responsibility, freedom, newness, objective and truthfulness. Therefore, fulfilling the above professional ethical codes can give a meaning for development journalism.⁴

Similarly, the researcher recognized these codes of ethics were framed in the editorial policy, (FBC editorial policy 2010 E.C.), however, the concept of development journalism as well as the job description responsibilities didn't look very clear.

Therefore, the findings from the study revealed that some of the journalists understand the concept and principles of development journalism in news content, but it was not in its core concept. Also, the practical application of the DJ principles was not properly manifested in *michuu-waaree* news content. This shows that journalists and editor in *michuu-waaree* news program of Jimma Fana FM98.1 radio were working without critical knowledge of development journalism. This means, even if these practitioners have some concept, development journalism principles as well as the job responsibility conceptions were not correctly manifested as stated by (Shah 1996). Because, Development Journalism is more complete in its participatory approach because it provides a theoretical link between citizen access to mass media and social change, (Shah 1996).

4.2.1. Content Analysis and In-Depth Interview Regarding *Michuu-Waaree* News Program

According to the editorial policy of Jimma Fana FM98.1 radio station, *michuu-waaree* news program is designed to inform, educate and entertain the audience with accurate and reliable information which in general contains local, national and international issues.

We work diligently to make Fana news and programs content-oriented, up-to-date, hot, interactive, influential, problem-solving, with a special focus on news and current issues. (FBC editorial policy p.15:2010 E.C).

A significant part of implementing development journalism is recognizing that people are not consumers of media products. They are, first and foremost, citizens, whose voices must be heard (Austin 2002) cited in Banda2006:12). Editor and reporters of *michuu-waaree* news program said that *michuu-waaree* news program was a dual form of media outlet which allows both the practitioners and listeners to interact on the issues. Moreover, *michuu-waaree* was designed to teach the society by presenting different kinds of information.

In *michuu-waaree* news program while the listeners are getting any news or information on air, they can also give their opinion or feeling, at the same time. That meant the reporter or anchor-man is getting the feedback simultaneously. So, it is very important for both journalists and listeners. Therefore, development programs are presented in *michuu-waaree* in order to encourage you to do good deeds at the time to improve the weakness if there is a problem with good governance. We focus development issues, such as infrastructure expansion, improvements in health services, road construction, water supply quality and access, agriculture, business, peace and good governance issues which are mostly event-based and development issues.²

The aim of *michuu-waaree* news program is not only for educating or presenting informative news but also it is entertaining. *Michuu-waaree* news is produced and presented to the audience with different style or treatment so as to make it interesting for listeners. It is presented like a news show, and hence it is called *michuu-waaree* news show as the informants replied to the study.

Michuu-waaree news contains hard-news and soft news style (either local, national and foreign) and the news issue is presented by the anchor with a pace and soft voice style unlike newsmagazine. There is in-depth news/ analysis/ investigative news production which is presented in *michuu-waaree* news program. Also in *michuu-waaree* news show, issues like socio-political, economic, environmental and sport news related issues are presented.¹

Based on the framework of qualitative analytical procedures developed by Miles and Huberman (1994), Romanowski (2009), outlined the common strategies of qualitative content analysis, the researcher puts the news content under two big umbrellas: news related to social issues and news related to political issues, the dominant themes of news issues were developed from the sampled news stories.

The categories news related to social issues include: health, transportation, education, agriculture, and business coverage. Whereas, corruption, democracy and good governance, speeches of different officials and organizations and Ethiopia's external relations news stories were categorized and analyzed under the political news umbrella. So, the central ideas of the news in relation with the categories were discussed. The tone of news signifies news which criticizes or supports government or neutral to anybody.

The news coverage signifies how Jimma Fana FM98.1 prioritize and cover specific issues or events in *michuu-waaree* news program. Thus, the approach is crucial in answering the major research question of the study- "How far Jimma Fana FM98.1 radio station is manifesting the developmental journalism practice in *michuu-waaree* radio news program?"

The analysis was done using the extracts taken from the sampled news stories, interviews as well as the theoretical frameworks presented in chapter two and the editorial policy of the Fana Broadcasting Corporation employed to investigate and analyze the content of *michuu-waaree* news as discussed on the above.

4.2.2. Themes of the News Content

4.2.2.1. News Related to Social Issues

The themes under this category constitute the development works on social benefits such as health, transportation, education, agriculture, and business news coverage from the sampled news stories were examined. There are a lot of development issues that are reported in Jimma Fana FM98.1 in *micuu-waaree* radio news program in order to educate, inform and advocate the society. (Domatob & Hall 1983; in Xu, 2009) argue that development journalism has contribution to health, nutrition, family planning, agriculture, education programs to report using the mass media in different countries. Development journalism should sometimes engage in constructive criticism, highlighting success stories, where necessary (Galtung and Vincent 1992: in Gunaratne 1996:7-8). The news content which was broadcasted from *micuu-waaree* on (February 5, 2021) informs the audience about the road project constructed with government budget in order to solve road related problems of the societies in Jimma zone Dedo woreda. The report also participated the audience in this news stories however, the news was event-oriented and it lacks background information.

The Jimma zone Dedo woreda road authority office construct 20-meters wide bridge. The bridge connects residences of two kebeles. Residents said they have been suffering from lack of bridges for many years, especially selling their produce, going to the health center and various social and economic problems. To address this problem, the government is working hard. According to Dedo *woreda* road authority, the *si-ofittisaa* bridge has already exposed the community to the worst situation, but the woreda has paid close attention to the issue to build the bridge since 2012 E.C, and is now able to provide public services. Its construction costed 12 million Eth. Birr. (February5, 2021)

Media that employ the developmental journalism model, should not only articulate government projects to serve the development goals of the government, it is also must to bring useful information to the knowledge of the audience when they point out what the government is supposed to do for them and is not being done, (McQuail,1983). The news transmitted on 6th of January 2021 was presented in the form of passive voice. When journalist present news with

passive form the fact of that information is under question mark. The news stories about the *Awash-milkeessaa-matahaaraa's* road project construction was structured with passive voice style. The road project is expected to solve the social and economic problems of the community. Who is taking responsibility in the construction process? Also who is that community? Is it government agent or nongovernment constructing the road? It was not clear for the listeners. Here the journalist acted just as disseminator and showing only as he was neutral from government or community. The passive stance has been associated in the literature with the neutral roles while the active stance has been linked to the participant and advocate and missionary role ideals (Gunaratene1996). Here is the extracted news:

The *Awash-milkeessaaa-matahaaraa* road project, which is being constructed on 94 .2 km road, has reached 28%. The road project is expected to solve the social and economic problems of the community. The project is expected to connect districts of *Adaamaa: Bosattii, martii and fantaallee* woreda. The construction of *Awash milkeessaa, matahaaraa* has started in 2010 EC. with 1 billion and 200 million birr. (January 6/2021)

Also the following news shows similar problems:

Private schools in Shashamane town and community have promised to teach children who are members of the national defense force without payment. (Dece1/2020)

Development news should refer to the needs of people, which may vary from country to country or from region to region (Sha1996, in Banda2006:6) Development journalism news also used of mobilizing public participation. The news which was broadcasted on (February1/2021) was about high school project construction which was done by public participation. The reporter also allowed the listeners as the subject of development agenda which is the positive side of this news content but, this news stories were produced with success oriented.

In Jimma zone *Geeraa* woreda, residents have constructed high school for their students. The *loyaa, waanjaa-Karsaa*, and *daandii-ceella* villagers of *Geeraa* woreda used to send their children far away to teach or drop out of high school because there was no secondary school. As a result, the community have

contributed more than 10 million birr to construct three high school projects in all three villages. They are able to test the result of their efforts and hardworking now. Similarly, in all nineteen woredas of Jimma zone, 2900 additional classrooms with 319 million birr have been constructed in this year, according to the zonal education office. (February1/2021)

It is also possible to take and see the themes of sample news that deal with business related issues. The news looks as the followings:

The Federal Job Creation Commission says it works to create more than 3 million unemployed citizens in the next six months. The Federal Job Creation Commission and the states are conducting an assessment on job opportunity creation works plan accomplished over the past six months in the Arbaminch town of the Southern Nations, Nationalities and People's Region. On the occasion, Commissioner for Employment Creation, Nigusu Tilahun said job creation is the main task of the government. He said the government has created job opportunities as a result of the encouraging results. The commissioner said more than 3 million jobs will be created in the next six months.

Alan Chalkley argues that the development journalist has the task of not only giving the facts of economic life and to interpret those facts, but also to promote them and bring them home to the readers. The development journalist must get the readers to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions (Gunaratne 1996: 6). The above extracted news reflects that the government is giving emphasis for job creation issues for the coming six months which was interesting issue for the audience. But, the news lacks background information, the type of job creation plans and whether this job creation plan is concerned in rural or urban area. Which sector is more focused, agricultural, industrial or service scoter? Generally, this news followed top-down approach and one-sided sourcing. That means, the news lacks the role of developmental journalism model, (Shah 1996).

The following news tells the government development policy on food security and strategies used to stop wheat importing by developing the domestic agricultural economy and crop irrigation

farming as well. However, the news focuses only on positive actions of government on the development.

Here is some Example:

Jimma zone *Geeraa* Woreda farmers visit wheat crop irrigation farming land in order to share experience. Government has paid special attention to stop the importation of wheat this year. In order to fulfill the obligations, the Oromia region planned to produce irrigated wheat on 300,000 hectares of land. In Jimma zone, last year only 51 hectares of land was cultivated and this year it is more than 30,000 hectares that been covered with wheat. Also the wheat crop irrigation created a job for more than 12,000 unemployed youth and 50,000 farmers according to Jimma zone Agricultural Office. (Feb 5/2021)

Manna woreda farmers says they are using different mechanism to harvest their crops on time. In the district more than 12,000 hectares of land has been cultivated with various crops in this year. The mana district coffee and natural resources development office head, Mohamed Abdallah said the farmers are collecting their production being assisted by experts, to ensure that no waste is lost from harvesting to storage. (December 2/2021)

It is also possible to take and see the themes of sample news that deals with health related issues.

In Jimma zone *Shabee* Woreda health office provide various medical services to prevent maternal and child health problems. The government is working with stakeholders to ensure that mothers do not lose their lives due to childbirth and to avoid complications before and during childbirth. This is especially true of mothers who are currently undergoing preterm labor, from the time of pregnancy, to campaigning to get the right vaccine. During our trip to *Shabee* Woreda, we met with mothers in the *Shabee* town center who were taking prenatal care. (February 16/ 2021)

The above sampled news advocates the listeners about the development plan and the implementations. Also good experiences of the community on participating development work was manifested in the news content which was best example to advocate the community how they

will benefit from the adoption or use of a certain project, (Macquail1983). The evidence also revealed that most of the news content or issues didn't inform the impact of development projects of the government plans, that means there is a lack of critical reporting and success oriented.

Evidences from the sampled news clearly revealed that the most coverage issues of *michuu-waaree* were health. It is current issues which is mostly about corona COVID-19 pandemic.

Ethiopia announces it imports the vaccine against corona from abroad starting from the coming April. (Dec11/2020)

The World Bank has announced that it will give loans for corona prevention to different African countries including Ethiopia. (Feb1/2021)

Evidences from the sampled news also revealed that most of *michuu-waaree* news was produced with short news style which was treated with event oriented and top-down approaches. However, the theoretical evidences revealed that developmental journalism was not for the elite but for the ordinary people. Gunaratne (1978) described developmental journalism as an integral part of a new journalism that involved analytical interpretation, subtle investigation, constructive criticism and sincere association with the grass-roots (rather than with the elite).

News stories would be more authentic for the listener, if it is reported with clips and it is more varied and more authentic than a simple report in which only the voice of the journalist is heard. Each time a new voice appears in a report through sound clips, the voice change gets the listeners' attention and they will continue following the topic at hand with renewed interest. In contrast, most of the news issues were covered in straight reporting style without clips or audience voice. As example, we can see the sampled news broadcasted on (December1/2020) which was about weather issues. The news was good as development issue since it was related to lives of the audience but, it was presented in short news style from the perspective of expert as well. Also most of news issues related to health, for instance, the corona news stories and business issues were presented in the form of short news style. This shows that *michuu-waaree* news contents lack news quality such as news sourcing.

The interviews data confirmed that one of the reasons was due to unwillingness of government agents to give the necessary development news sources. However, the research also identified that

most of the reporters didn't prepare their news reporting plan in way that should consist the concept of development journalism and issues to be reported. That means their news plan also lack quality. Informants of the study highly emphasized in their responses that government agents often consider media workers as disseminator of their success stories, due to this success stories were covered dominantly.

They need us whenever they have project inauguration or any ceremonial event related issues. And they are also unwilling to give us their plans. However, if there are any projects that have been started, we will follow up on and do their work, even if they do not give the development plans and information.¹

4.2.2.2. News Related to Political Issues

The themes under this category constitute news issues such as good-governance and democracy, peace and notional consensus, speech of different officials and organizations and Ethiopian External relations news stories have been analyzed. As the extracted sampled news shows peace and national consensus building has been implemented more than other issues which can be seen as an indication for manifestation of developmental journalism principles. The journalists confirmed that peace and national consensus issues were given emphasis in their practices. This might be because the government usually appeals to peace and national consensus in order to win the hearts and minds of the people and rally them behind the new socioeconomic and political development plan. On the other hand, the priority given to peace and stability is evidently appropriate and has to be sustained because even our past legacy teaches us that instability and lack of peace and national consensus is the root cause of underdevelopment in Ethiopia (Negeri 2012). Nevertheless, the federal government media institutions' as well as the editorial policy of FBC, underlines that the media "have the obligation to broaden public understanding of democratic principles, rights and freedom, promote public participation in democracy, check whether government officials perform their duties in accordance with democratic principle and let the public know about it, expose corruption, promote transparency and accountability.

However, most those news issues were covered with advocating the success stories of government plans and implementations to show the best direction to development and prosperity of the country. Failure plans and criticism were not presented. Government institutions and the agents

were framed with positive tone. The following extracted news issues are from peace and notional consensus categories of news issues. The themes of the news are all about national building and the security matter. The current issues happening in the country were obvious-peace and security case, because of the government reform.

The news transmitted on December 1-3/2020, focused on security cases and the reaction of the society on the issues observed. One was the attack by TPLF of the national defense army base of northern Ethiopian and related security cases were big issue and themes of the following news. Following these attack, people from different parts of the country held demonstrations in support of government to keep the rule of law in the country and this was prominent issue in the news content. (Kunczik 1986 cited in Wimmer and Wolf 2005) saw development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in rational discourse and solve them by using reasonable criteria. Accordingly, development journalism has to motivate the audience to actively cooperate in development. Here is the extracted news:

Demonstrations held in different cities and woredas of Oromia region in support of Prime Minister Dr. Abiy Ahmed. It is recalled that the demonstration was also held yesterday and the residence of *wallagaa* zone expressed their thoughts that condemn the Oromo Liberation Front *Shanee* and the Tigray People Liberation Front Party. (December 1 /2020)

The president of Oromia regional state Mr. Shimelis Abdisa has thanked the residents of Oromia for their peaceful demonstration (Feb 3/2021)

Different people show their national feelings and also their support for the Prime Minister Dr. Abiy Ahmed. The news produced by *Asallaa* Fana FM reporter broadcasted in *michuu-waaree* news program. The residences of Assala town have given their thoughts on the victory of the national defense forces and the crime committed on them. Here is the example:

The crime committed in the eastern part of the country's defense forces is tragic. National defense means the country's fence; it is not only one ethnic group but it is the organization of multi-nation's nationalities of Ethiopia. Let's oppose the attacks

on them. I support the government's efforts to uphold the rule of law. (December2 /2020)

One can understand from the above extracted news that the expression and the thoughts of different peoples covered by *Michuu-waaree* news show-the supporters of the governing party and the rule of law or security issues are emphasized in general. The public movement can contribute to the political and economic transformation philosophy of Prime Minister Dr. Ahmed, whatever terrorism occurs, public movement and unity has huge power to solve the problems. The rule of law and security was also another big issue that the people expressed their thoughts as they stand by the government.

The terrorism action which was done by the tow TPLF and OLF *Shanee* parties specially the TPLF action against the National Defense force found in northern part of the country was used for mobilizing the people so as to make integration or unity. This can have huge power in mobilizing and mass participation for national integration, (Mckuail,1983).

Among the main objectives of the FBC editorial policy are “Serving as a bridge between the people and the government to play constructive role in the implementation of the plans, policies and strategies of the government by making the public aware of, comment on and debate.” (FBC editorial policy 2010 p.7). Media audiences benefit from various, conflicting opinions, to obtain a wide range of viewpoints. The informants of the study stated that it was very difficult to get those concerned bodies or representatives to get them express their thoughts and ideology.

Concerning democracy and equality it is difficult to get those concerned body or representative party. Therefore, we do not give cover but whenever there is election poll and campaign we give cover on it.¹

The above respondent also replied that the media give more emphasis for peace and development related issues more. However, journalistic critical criticism on political agents didn't present in the news stories. The following evidence tells that most of the news covered in *michuu-waaree* regarding the peace and democracy issues under the political themes.

The 15th Ethiopian nations and nationalities day is being celebrated in Sidama State with a panel discussion. Different community members and public servants are also participated in the panel. According to the Ethiopian Broadcasting Service,

the meeting is being held in violation of the Tigray People's Liberation Front's constitution and the attempt to dismantle the federal system. (December 1/2021)

In Cairo, Egypt, a discussion was held on the current issues and the rule of law in Tigray region of Ethiopia. (December 2/2020)

Although, building national consciences and integrity is very critical for the development, the study identifies *Michuu-waaree* news gives more cover for the positive side of governments' works as every political action and reaction by government were completely correct.

The following news shows as emphasis is given only for government officials plan and from the perspective of government plan only. There is no journalistic criticism and solution added to the news story that can shape or teach the audience as well as the government agents and non-government agents. Similarly, most of the news is informative. Here are some examples to show the problem:

Discussions were held with four zonal police officers: Jimma Zone, Buno Bedele, Ilu Ababora and Jimma city police on how to be able to reduce traffic accidents and lawlessness. The Jimma zone Inspector, Solomon Ayyele said a lot of work is being done to keep our citizen pedestrians on their left. According to the inspector, the control of illegal drivers and unethical traffic police will be strengthened to prevent

illegal activities. He noticed the public to keep their left when walking on the road and also not to travel with a vehicle lawlessly. (December 7/2020)

As the FBC editorial policy document (2010: p.20) says, news related to traffic issues content should include experts, the traffic police, transport authorities as well as drivers and pedestrians. Rather the findings from the above news shows that only the government agent were quoted in the news and criticism was also missed. Therefore, this news lacks the argument given by Austin (1997) that the art of public listening and framing and also news balance is one of the basic professional standards (Micquil, 2005) was not attributed in the above extracted news.

According to (Galtung and Vincent (1992) cited in Generate 1996) development journalism should focus on both differences and relations within and between countries. For example,

journalists should substantiate the relationship between the rich and the poor. How, for example, does a wage freeze affect wage earner in relation to business people? The following news was one of the foreign news issues broadcasted on 4th of January, 2021 that informs about the health policy success registered in South Coria. The story tells the good experience of the country in related to health policy accomplishment. But, it didn't give any difference and relation that exist between both countries, Ethiopia and South Coria. Thus the news lacks to give critical information on the issue.

South Korea is expected to set a new record in 2020 by eliminating mother and child deaths. It has successfully hit the work plans aimed at death reduction of maternities and children up to 2020. (January4/2021)

The literature of developmental journalism stresses that the ultimate goal of developmental journalism as to raise the quality of life of populations, including the increase of income and well-being, eradication of social injustice, promotion of land reform and freedom of speech and establishing community centers for leisure and entertainment (Melkote 1991 in Mefalopulos 2003). Most issues under these news issues categories were meetings and national related issues with few human interest feature news. On this regard the researcher conducted the in-depth interviews with the informants on the question that says, *what do you think reporting issues like economic, justice, democracy, equality, peace and security?* For which issue, do you give more attention? Why? The comment showed below:

We cover all issues, regardless of the level at which we present them. We are working harder on economic issues, especially on the cost of living. But most of all, we are committed to peace and the economy. When there is peace, there is an economy, when there is peace, there is democracy, when there is peace, there is justice. Therefore, we are working on these issues to make the listener aware.⁴

The majority of the respondents stressed on political related issues as the most important part of development issues.

Peace is the invisible importance but equal to basic necessity to the society because unless there is a peace there will not be development, so peace issues get more attention.⁵

However, development journalism is defined from the benefits of the grassroots people, evaluative and critical of government development programs independently and is more consistent. According to Wimmer and Wolf (2005), development journalism comprises the reporting on ideas, programs, activities and events, which are related to an improvement of the living standard, mainly in the rural regions.

4.2.2.3. News Coverage

Galtung and Vincent (1992, 151-165) argue developmental journalism should allow the people to talk. This means giving a voice to the people. A useful approach is for journalists to sit down with people from high to low discussing the meaning of development thereby generating an enormous range of visions as well as how-to insights. *Michuu-waaree* news program gives coverage for different issues in different forms and placement in order to achieve their editorial objectives.

According to Jimma Fana FM98.1, FBC, editorial policy, local issues should take more coverage than the national and international. On the other hand, the news reporter or the anchor presents their news production in the form of hard-news, soft-news and taped news production or news with clips and without clips. The news items which were short and read by the anchor were listed as news bulletin format. If the news items were supported by different natural sounds, sound bites and read by the reporters they were treated as voice over. This kind of news format gives opportunity to the people to present their ideas by their own accent without being paraphrased by the journalists. Moreover, it gives not only ample time for the speaker to cover issues, it can also make the issue more interesting and lively. Gunaratne (1996) noted that the emergence of developmental journalism was also a result of the realization that the news values contribution to the problems of nation building and public participation. Development journalism is more complete in its participatory approach because it provides a theoretical link between citizen access to mass media and social change (Shah 1996). But, the finding from the extracted news revealed almost there was no live discussions with the audience.

The study also identified most of the news, both bulletin and taped forms of the news issues were political content and therefore the major coverage of the news was politics. Government officials have voiced more than the ordinary people in the news coverage of news bulletins broadcasted

from *Michuu-waaree* news program. That means, among the quoted news sources, government officials voiced the highest coverage.

The Ministry of Mines and Petroleum discusses about the past six months of work with regional mining officials. The minister notice that the company is focusing on expanding the mining and fuel investment to increase the capacity of the sector.

Development journalism reporting needs to focus on ordinary people's perspectives because they are expected to make up the largest sector of the population. Not only this but, also development journalism should be critical (Gultung and Vincent (1992)). However, in most of the short news contents (i.e. hard news formats) government agents or government sectors were manifested as a lead of the news stories. That means they are used as the prominent of the stories in general.

The Oromia Cooperative Federation said it has warned the public not to be exposed to unscrupulous traders. Federation General Manager, Alemayew Teshome, said work was underway with various cooperative unions and associations. (January6/2021)

But, almost all journalists and the chief editorial replied that the public or ordinary people were their emphasis to make them as a primary source of their information. The finding contradicts with the response given by the *Michuu-waaree* reporter and the editorial. The extracted sample news revealed Jimma Fana FM 98.1 radio station give more coverage for government agents than the ordinary people.

On the other hand, the news production produced with voice over or taped news contents quoted more ordinary people that the government agents and elites in general. One of the pillars of developmental journalism practice is educating citizens on duties and rights. The following news issues was used to present three times in *michuu-waaree* news program in order to teach business competition and consumers right. But, the news lacks to present different facts, researches and sources from the ordinary people to make the news balanced and critical. So, the news below lacks to social responsibility stated by (Gulturg and Macquail 1983) that argued journalists reporting development need to focus on ordinary people, it is this people that bear the brunt of the impact of government decisions and suffer most deprivation arising from public expenditure

priorities, they also make the largest sector of the population. The following news shows the problems:

Training on business competition and consumer rights is held at Jimma city SYF hotel. The training was organized by the Ministry of Trade and Industry as well as the Oromia Trade and Industry Bureau and is being conducted with the participation of government sector employees and stakeholders at all levels. The training focused on the Proclamation No. 810/2006. Since, working is the key to success, consumers' rights are manipulated in order to reform the business system, so it is important to ensure that such rights are given to consumers.

The inauguration of the maternity ward project was held in Jimma zone Dedo Wored in presence of Dr. Jemal Aba Fita and different guests from Jimma University. The project was launched for 1.7 mil. birr with the support gained from Jimma University and KOFIH foundation. (January4/2021)

the Ethiopian Road Authority in Jimma District is repaired Lege-gibe road by The road has been damaged due to overcrowded The road is 167 km long being constructed The district manager, Solomon Demeke, said the Lege-gibe road is being repaired by considering its economic and social benefits. He also added the project was being carried out with a budget of over 60 million birr. (January5/2021)

The foundation of journalism is the desire to serve the general public interest and to act as a check and balance on society and government. The Fana Broadcasting Corporation editorial policy also argues as its main goal is serving as a bridge between the people and the government by playing a constructive role in the implementation of the plans, policies and strategies of the government (FBC editorial policy 2018, p.7). In contrary the news disseminated by” *Michuu-waaree*” news program both the political and social news focused on success stories. It louds the action of government positively. However, the respondent said:

Social and political issues are provided in balanced way. Different issues like road, projects, basic infrastructures such as electric power, water and sanitation are reported for government and public but economic and peace issues are more.¹

Michuu-waaree is the voice of the community that reports about more than half percent of the media coverage focus on the local and national issues such as job opportunity creation, agriculture, peace...etc. are some of the major issues.⁴

According to Shah (1996; in Wimmer & Wolf 2005:2), development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing/shelter, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity. In contrary, most of the news covered in *Michuu-waaree* news program was political and both social and political themes covered positively. The researcher identified very few news outlets that hardly criticized government development plans and achievements and they are presented in the following topic as well.

4.2.2.4. Tone of the News

The news coverage of *Michuu-waaree* lacks critical reporting so as to manifest development journalism principles. Both the political and social themes news issues were portrayed with positive tone. Though there are hardly negative stories in the media's news coverage, they deal with how the government is playing its own role to alleviate the problems or how the government solved the problem. Besides, the news stories are presented as the problems occurred due to other bodies not due to the negligence of the government. In addition, the news structure starts from very general to specific but many scholars suggest that social problem (investigative) news structure needs to have the effect and result in a very clear and ample evidence so as to show allegations or officials behavior. Journalistic performance that takes these ideas is concerned with encouraging the public to get involved in public debate, and to participate in social, political and cultural life. In page 19 of the editorial policy of FBC stated that: Our station exposes and resists anti-democratic activity, corruption, mal-governance and a practice which incapacitate the right of society.

Skjerdal (2011:4) also argues that development journalism critically examines, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impact on the people as claimed by government official and as it is actually being (see also Ogan, 1982). Xu

(2009: 2) also argues that development journalism stays independent from government and critiques its leaders.

In contrast to the above scholars' argument, in *michuu-waaree* news almost totally ignores constructive criticism in development news and news presentation. The news transmitted on January 1, 2021 was about the complaints with *bajaj* (i.e. motor vehicle with three wheels that give public transport service) in Jimma town. The news tried to address the issues to the listeners, it was somewhat good but it lacks to expose the alleged one clearly so as to teach the audience and ended with positive tone. It didn't criticize government officers. But, according to the complainant the ban has affected their economy as they told to the FBC. The head of the Jimma city peace and administration office said, the incidents so far are related to the *bajaj* movement. The news stories excerpted below justify this claim:

Residents of Jimma town have complained about the ban on public transport with *bajajes* beyond one o'clock in the evening. Due to security concerns in the city over the past two months, *bajajers* transport have been banned from operating at one o'clock in the evening or only up to one o'clock in the evening. According to the complaints, the action taken at the moment was appropriate in terms of maintaining peace. However, due to the ban, we are having difficulty moving from one place to another. The head of the Jimma city peace and administration office said, the incidents so far were related to the *bajaja* movement. They have to be very careful in this regard. right now there is a guide or rule reformed concerning the issues to be followed. (January 1/ 2021)

The above news is about social problem occurred in Jimma town. It was about security problems which was occurred by the person whose was not clearly specified but generally it was caused by the *bajaja* vehicles owners or *bajaja* transport services in Jimma town. The restriction was due to peace security problem happened in the town two months before. As the anchorman read the headline as the people are getting a transport problem, even the sick people and pregnant were unable to go to hospital. But in the detail presentation voice over news the evidences were rarely matching with the issues as well. Also, the allegation was not stated clearly why such problem happened. If it was from *bajaj* driver it was not stated as so clear as the listeners can learn from it. It was very general, the whole *bajaj* driver were complainant and the response given from

government body as the problem was not from government and it was said they have identified the case so it possible to keep the transportation by following the rule. Therefore, the news presented on the above did not give any criticize for government concerning the complaint that the community stated. That means the news was presented in the way that the government not to be affected.

Similarly, as it can be seen from the extracted news story below, the lead of the news story is the government agent. The story was organized from the angle of government agent. It tells the positive side of government that as the problem was going to be solved. Whether natural disaster or man-made, the journalist was expected to show his observation about the event by using the sources. For example, what feeling the victims have due to the accident was not described. The reporter didn't try to show the audience clearly about the image of the incident such as if there were children or women or any disabled individuals were affected by the accident. The news content structured with top-down approach. The FBC editorial policy (2010 p.54), says if the accident is confirmed, our journalists or agents may report on the incident and the damage caused by the accident based on their observations. According to (McLeish, 2005) argument, that broadcasters must know where they stand and on what basis the lines of editorial demarcation are drawn. Thus, FBC, Jimma Fana FM98.1 of *Michuu-waaree* news program lacks evidence and it emphasis on the success with positive tone that lacks critical reporting. Here is the extracted news that shows the problem:

Addis Ababa Mayor Adanech Habebe announced that the Addis Ababa City Administration will take action to rectify the fire accident and provide assistance to those affected by the accident. In Addis Sub-City, Woreda 10, she visited the affected mall and comforted the victims. She said the city government will provide the necessary support to those affected by the fire. Ms. Adanech said the police should identify the shops and houses most affected by the fire. The process of identifying the cause of the fire have already started and call has been made to the residents of the town to take the necessary precautions. (February1/2021)

Also, the news transmitted on Dec.1/ 2021 was about the complaints of Jimma University day workers. The news tried to state the allegations somewhat clearly to the audience. According to the information provided on the news, some contract workers of Jimma University are not getting

the necessary benefit from the University. Based on this fact Jimma Fana FM tried to get answers for complaints questions. According to the complaints, "We are still being told to wait. However, no one has been able to resolve our grievances so far." The reporter tried to dig out different evidences on the issues and some questions such as safety clothes which were stopped for a period of times have got solution and also other problems related to being a permanent employee became clarified. "According to Jimma University's Student Affairs and Service administration vice president, they have discussed the matter with the university's management to find a solution. In the case of a permanent employee, only a qualified employee who competes after 6 months of service based on the evidence received from the ministry of civil service in 2013 may become a regular employee. It is not allowed all contract workers to make permanent but it is possible through competition. And the safety cloths of the day workers are also identifying to be given accordingly. But, the problem about pension related issues was happened a long before I came here and I am not critical however, as institution it was our obligation to solve problems since the day we are here." The allegation was done long before the new Ethiopian regime, Prime Minister Dr Abiy Ahmed came to power. However, political measurements taken on the alleged person to resign from his power, but one can expect legal measurement. So, the news would be better if more sources and evidences used. Generally, it emphasis on the success with positive tone.

The researcher identified that Jimma Fana FM 98.1 is hardily manifesting the watch-dog role of the developmental journalism's principles stated by McQuail 1983). Since, it lacks multiple sources. The tone of the news show also as the government policy and plans are working without any failure which was supposed to be done for the people. Even if the political news issues has taken greater coverage and political issues can also be part of development plant, manifesting developmental journalism practice was the emphasis given by the researcher. Based on this, the respondents clarified the questions that says do you report by constructively criticizing government or in the areas of unimplemented plans or projects? If so or not, why? The comment showed below:

Criticizing government helps to alert the government to do its responsibility while giving information for the audience.³

I give criticism specially on the current issues such as peace and economic related issues necessarily, because they are very linked with the life of the community or the audience.⁴

When government plans any development project for the community, there is also a budget plan with it in order to implement the project. So, regarding its implementation time, quality and its importance/objectives, I give criticism in the news production.⁵

According to the respondent, giving criticism is a matter of showing responsibility. Development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable criteria free of social constraints. Journalist, therefore, has to motivate the audience to actively cooperate in development and defend the interests of those concerned as well, (Banda 2006, cited in Wimmer & Wolf 2005: 3). However, one of the respondent said:

I do not give my own criticism because I usually think this might lead me to conflict with government, rather if there is any complain from the people, I will use it as evidence and ask the concerning body/government agent to give answer on it and present it for the audience by treating the news production.⁶

From the above respondent one can understand there is a fear and some loss of confidence with this reporter. Development journalism is socially responsible within the framework of law and established institutions (McQuail (2005)). Therefore, based on the above findings, the researcher identified that *michuu-waaree* news program didn't manifest the argument given by (Banda 2006, cited in Wimmer & Wolf 2005: 3) development news examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development.

4.2.2.5. News Sources of *Michuu-Waree* News Program

Table B: News Sources Category

Sources of the news										Other	Total	Percent
Speakers within the news	FBC	EN A	OB N	EB C	PR	WG C	ZG C	RG C	News media organization			
Federal government officials	34	2	1	2	8				11		58	19.72
Regional government officials	14	1	1					3	4		23	7.82
Zonal government officials	5		1				5				11	3.74
Woreda government officials						30			1		31	10.54
Community members	33		2		2				6		43	14.62
Politicians	5								30		35	11.9
Scholars	3								8		11	3.74
Others (such as unmentioned sources)	26	1			13				26	16	82	27.89
Total	120	4	5	2	23	30	5	3	86	16	294	
Percent	40.81	1.36	1.7	0.6	7.82	10.2	1.7	1	29.25	5.44		100

The editorial policy of Jimma Fana FM98.1 (FBC) claims the media should address information like political, social and economic issues in balance and currently reporting for the society to be a source of news for government issues. The policy mainly aims to:

Fulfill the professional responsibility of creating a society that is aware of the realities of the country and actively participates in economic and socio-political activities, for a better life and the renaissance of the country by providing accurate

and balanced news, educational and entertaining programs. (FBC Editorial policy, p.7:2010)

(McQuail,1983) discussed the news values of development journalism in the developing country that journalists reporting development need to focus on ordinary people because, the common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population.

As a public communication platform as well as local media, the practitioners of *Michuu-waaree* news program, used different sources to produce and disseminate their news. One of the research question answered by the informants is the question that says, “*what is the source of news for your radio station? Which is most and Why?*”

We work for the people, therefore we give emphasis for the people’s issues. Because of this, the dominant source of my news production is the people. Next to this I use government communication offices, government officers or PR, and sometimes I use ENA, OBN, FBC and other international media house outlets.⁵

In this study, as the above content analysis revealed that dominant sources of the news were mainly sourced from FBC itself. That means, most of the news were produced by FBC media practitioners. The global media such as BBC, CGTN, Reuters, Aljazeera ... were the next dominant news source used in the news stories. Government communication office news sources and PRs were also dominantly used as the evidence revealed. Therefore, the majority of the news of *Michuu-waaree* is covered by the staff reporters and the other sources were vastly from global media sources. However, all the respondents of interviewee responded that the public or community member was their main source of news which contradicts with findings. Government communication offices and different news agencies and medias were described by the respondents. Hence, the credibility of the news of *Michuu-waaree* is highly transmitted on government officials either by their saying and conference or by meeting or events that the institutions planned and organized.

According to the evidences manifested in the above table, the dominant source of *Michuu-waaree* news program was government officials. The news stories were produced based on event-based sources and meetings dominantly. The study also identified most of the news sources lack

balance or covered with government official's attributions. There is also passive constructions of the news or sources were not clearly indicated in the news stories and this was also a problem identified in the study. The trustworthiness or the credibility of the news of *michuu-waaree* is in doubt because the reporters simply receive the press release and broadcast in the *michuu-waaree* news program. And the other reason for its credibility is sources saying that mostly the credibility of the news of the reporters was highly dependable on their sources.

Among the news which were sourced from government official's press release, conference or meeting and event, most of them were focused on informing and advocating the development process specially the current government transformation issues are highly emphasised. Therefore, government official's always used to inform and advocate different issues that are planned, on working progress and achievements in national level dominantly, and the local level for *michuu-waaree* listeners. Especially, government officials have the dominant source coverage in news bulletin or hard news format. However, developmental journalism was designed to serve the ordinary people, not the elite only. The term "ordinary people" refers to marginalized groups of the society, historically without voice in the public sphere – such as women, youth, indigenous, rural and poor population, (Chalkley, 1980: 215; cited in Xu, 2008: 3). *Michuu-waaree* news also didn't qualify what Micqual (2005), suggests professional standards of journalism should meet truth, accuracy, objectivity and balance.

According to (Habtamu,2014), in Ethiopia, the practice of journalism is in a polarized condition. Journalism divided on the one hand that promotes liberal idea and on the other hand developmental. Similarly, Negeri (2013: 64) stated that, most of the reporting approach of the government media of Ethiopia is predominantly success oriented. This is because the information was predominantly coming from government authorities and government news agencies than directly from the public. He also says the private media seem to give more coverage to political and good governance issues in a relatively critical tone, whereas government media cover more of socio-economic development issues, (Negeri 2013). Thus the study identified that *michuu-waaree* news program used government officials as their main news sources than the public or ordinary people which is paradox with the practice of developmental journalism model stated by (Banda 2006).

4.3. Major Challenges that Obstruct the Development Journalism Manifestation in *Michuu-Waaree* Radio News in Jimma Fana FM98.1

Although various countries are amplifying the fundamental importance of development journalism, they could not deny the presence of various factors which inhibit its absolute gumption. Both journalists and the nation media share the constraints which affect the good use of development journalism.

News and sources are two major factors in journalism. The researcher believes that in order to properly analyze the manifestation of developmental journalism practice in *michuu-waaree* news program, it is crucial to see the news and source selection as well. Therefore, in this topic, some of the challenges which affect *michuu-waaree* practitioners that hinder them so as not to appropriately and fully practice development journalism are focused. Weaver (1998) argues that reporters work can only thrive and flourish in a society that protects its media from censorship and in a company that saves its journalists from the marketers. Accordingly, the majority of the informants have pointed out that they have different challenges on accessing and selecting of their own news and sources based on their editorial policy.

The researcher interviewed the informants the question that says “*What kind of challenges have you faced from officials or politicians not to properly practice developmental journalism in your media organization specially in michuu-waaree news reporting?*” The comments are showed below:

Government agents often consider media workers as disseminator of their success stories. They need us whenever they have project inauguration or any ceremonial event related issues. And they are also unwilling to give us their plans. However, if there are any projects that have been started, we will follow up on and do their work, even if they do not give their plans.¹

Also the editor of *michuu-waaree* news agreed on the above responses. He emphasized that getting development plan from government officers was the main challenges in practicing and writing news. Challenges such as being in a meeting, afraid of the media, and not keeping appointments as well as lack of practitioners’ determinations have hindered the practice.

The other challenges are lack of media ethics from our reporters, as well as from higher official (within the media). Since they consider media as their own PR office, there are times when you just don't want to challenge them. So, it is generally about not providing organized information and professional integration.¹

The document observation data also revealed bold evidences on the application of development Journalism in *michuu-waaree* news production and dissemination. Moreover, the practitioners' news plan did not manifest the concept and practice of DJ clearly in their news plan however, there is a general guide that is used for *michuu-waaree* news producers and reporters to follow when they practice development journalism. It consists the general activities focused from Monday to Friday. This general guideline was prepared based on the main editorial policy of FBC (FBC editorial policy, 2010 E.C) According to the above informant², their station mainly focusses on event activities and project news is planed news by their station, however, due to the different factors their news contents were treated with event oriented.

Promoting the country's growth and development activities are also the pillar for FBC's editorial news framing but, in practice the produced news lacks such attribution. Development journalism model has given emphasis on the editorial policy despite not fully institutionalized due to such factors. Journalists have the responsibility of balancing and verifying stories. But they could not do so due to the pressure exerted on them by their bosses, or the culture of work the media have experienced. One of the evidence for the news content to be success oriented were the government agent expect always success stories and the similarly the journalist developed such attitude which is simply promoting development activities. The above news content analysis, findings, revealed the bold evidence that almost most of *michuu-waaree* news sources were elites, not the grassroots people. And the event focused news production affected the quality of the news content. This also played its own role in hurting the profession of journalism as well.

As the development journalism content is not a one time show but gradual process which requires the follow up of development projects, free of social constraints, development journalism recognizes the reality of underdevelopment, that development is a valid social goal and that media have a contribution to make towards it. The media are expected to actively pursue this role. Thus, *michuu-waare* news content did not manifest the quality of DJ as it was argued by its pioneers.

For instance, (Banda2006) argued that the main characteristic of development journalism is the deliberate and active role in pressing for change. It is geared towards mobilizing the people for national development. It points to a strategy, not merely inclusive of, but largely emanating from, the traditional 'receivers'. Paulo Freire (1983:76) refers to this as the right of all people to individually and collectively speak their word: "This is not the privilege of some few men, but the right of every man.

Since the practitioners of *michuu-waaree* were not getting the news sources necessarily, they lack confidence to practice development journalism including the investigative news reporting. The finding clearly revealed that there are lack of smooth relationship and professional determination as well. There are also other challenges such as electric power breaks down and lack of protection as factors affecting the journalists' professional practice and psychology as it was described by the informants. This damages the credibility of media which should strive to serve the public interest.

I feel angry when I am on air and program break down occurs. There is often a problem with electric power break down on the institution. It makes you miss your listeners and that means Listeners misses that program and that can have psychological stress on the journalists. Also unwillingness of government agents to give their plan or information and also the current status of the country, peace and security problems are also challenging.³

The above quotes from interview show that the *michuu-waaree* reporters and producers have encountered a number of challenges in order not to have confidence on practicing developmental journalism properly. The study shows the practitioners encounters censorship, that means they cannot do what they want to be done freely. And the others are uncooperativeness, electric power breakdown, internet connection break down, unwillingness of government officers and fear of covid-19 or lack of protection were the main challenges.

Besides, the extract revealed that journalists practice of self-censorship due to the pressures from government in selecting news story. This means that in order to survive within the profession of journalism, the journalists should work for the good name of the government. According to Solomon (2005:11), journalists practicing self-censorship often favor government authorities over

other groups with different views in a number of ways. Sources have the power to manipulate the media contents and they may divert the media attention into their political interest if journalists are not seriously handling in accessing information.

Literatures stated that development journalism mainly focuses on rural areas coverage, yet journalists and media practitioners mainly give emphasis for development agendas near to urban sites Tesfaye (2019) The urbanized facet of development media and the scarcity of sufficient transportation to cover remote areas has prompted the moderate appropriation of development journalism. Development journalism requires journalists to travel to rural areas to interact with people affected and in the process gaining an enormous range of development visions plus, 'how to' bits of knowledge (Galtung and Vincent, 1992). Similarly, in *michuu-waaree* news reporting practice external factors such as access to data sources and fear of COVID-19 pandemic problems.

I try to protect myself from corona, however it is still risky because it is must to go abroad to the place that we can access sources, either with transport or not. So, fear of corona is also challenging me not to interact with the society, however a public source is vital.⁵

According to the interview data as well as the sampled news content revealed, it can be concluded that there are internal and external pressures affecting the practice of DJ reporting in *Michuu-waaree* news program. The internals are such as censorship, lack smooth cooperation and ethical challenges are affecting the practice of DJ. Even journalists were neglecting to verify information because the source selection is done by the media managers and due to this journalist lack independence. Also external factors which inhibit the journalists to fully put through development journalism was limitation for accessing essential information. This was a big impediment to their journalistic activities which creates the unwillingness of sources to release information. And other challenges such as electric power break down and internet connection problems, lack of legal protection, transport access for remote area have seriously affected the practice of development journalism including investigative reporting in the process of development issues coverage. So, it is possible to conclude that *michuu-waaree* news that due to the above challenge mentioned in the discussions the developmental journalism practice failed to

serve its purpose as the premises given by its proponents such as band 2006 and Guneratne (1996).

Generally, JFM98.1 *michuu-waaree* news program content was dominantly focused on political related news issues them and government officials especially federal official's sources and hence national news them took the most news coverage and the media employs top-down approach in the short/hard news but in the voice over news coverage bottom-up approach was used. However, from the total news coverage top-down approach took the major coverage. The investigative type of DJ is covered rarely with *michuu-waaree* news program as the evidence revealed.

Chapter Five

Conclusions and Recommendations

5.1. Summary of the Findings

Development journalism has played an increasingly important role in boosting economic, cultural and political development since its emergence and practice in china, India, Singapore and so on. Just like in Asia, the socio-economic conditions, the desperate needs for economic development, and nation building in Africa and Latin America created a favorable environment for the adoption and growth of development journalism. The Ethiopian government also adopted the draft policy of development journalism since 2008 in order to eradicate poverty and for prosperity of the country (Skjerdal,2011), however, an improvement (reform) is underway to the betterment of this policy regarding access to information and accountabilities in the country now (2021). According to social responsibility theory and development communication model which has unique responsibilities to keep members of the society informed, educated and entertained.

The present study's objectives aimed to analyze the development journalism manifestation in *michuu-waaree* news program in Jimma Fana FM98.1 radio station. The study also tried to answer the major research questions such as how developmental journalism is being manifested in news reporting of *michuu-waaree* news, the major news sources covered and how the news are practiced and the challenges occurred during the application of the development journalism in the

news making of *michuu-waaree* news in Jimma Fana FM98.1. The findings of this research manifest the following major points.

According to the evidences from the participants and their editorial policy (work manual) of Jimma Fana FM98.1, *Michuu-waaree* is designed to teach, inform and entertain the listeners by presenting different local, national and foreign issues so as to meet the socio-economic and political development goal of the country. Editorial policy of FBC prescribed the media to follow DJ principles in news and program content production as institution, (FBC editorial policy 2010: p.14).

The study indicated that the principles of DJ prescribed in FBC editorial policy were not clear. The vagueness of the principles contributed to its challenges not to be practiced fully as it was claimed by the informants, however the study also found that the journalists of *michuu-waaree* news didn't give much attention for making their plan to produce news hence, much of their news content is based on event than process oriented.

The study also indicated that factors that affected the development journalism manifestation in *michuu-waaree* news content. The findings clearly show that the practice of development journalism is affected due to internal and external challenges such as reluctances of government agents to give information on the project plans and implementations, lack of internet access and proper protections for journalists as well lack of knowledge on the principles and practice of development journalism have contributed negative impact on the quality of *michuu-waaree* news content. Thus the study revealed that development journalism was not institutionalized in *michuu-waaree* news in Jimma Fana FM98.1

Michuu-waaree news content is produced and presented to the audience using different styles and approaches such as hard news and soft news or feature news in-depth with and without sound clips news production. The study found that the hard news(day-to-day) types of issues are covered more than the feature news or development planned news issues. *Michuu-waaree* news content didn't consist lively discussion style of news presentation, however lively discussion as well as in-depth coverage makes communication more natural with ample opportunity for participants to participate on the issues. The development works on social related news themes were covered as success story. health related news contents took the highest coverage among the

issues presented under social news issues categories'. Community participation on development works such as agriculture development news was manifested in the news content as experience sheerings, hence the medium served its educative role as well as informative role on health related social issues coverage. However, most of the news were treated with event oriented and lack back-ground information.

There are solid indications that almost most of the news content covered in *michuu-waaree* news issues were political related issues that have been treated with day-to-day events as well. This shows that much of the news are rather informative and advocating success stories of government plan and implementations. The themes of the news are all about national building particularly on security matters but failure reporting, criticism and the investigative types of development journalism was rejected in the news stories. According to Murthy (2006), development journalism is the promoting of development process rather than events; development news covers the entire gamut of socio-economic and cultural development, however, most of the news presented in *michuu-waaree* news was treated with event oriented and top-down approach which contradicts with DJ theory.

Government institutions and the agents were framed with positive tone. Also, government officials have voiced more than the ordinary people in the *michuu-waaree* news coverages. On the other hand, the news production produced with voice over or taped news contents quoted more ordinary people that the government agents and elites while the government agents quoted the highest from the whole news coverage. Hence, the dominant source of *michuu-waaree* news program is government officials, global media and event-based sources are dominantly used.

The development news issues coverage lacks consistent planning in the media especially in reporting long term development projects. Since, reporters and producers have been exercising on the event-oriented news highly than on preplanning, the findings revealed that *michuu-waaree* news content lacks balance and the investigative reporting of development journalism. The principles of developmental journalism practice such as citizen based-framing of development, civic advocacy and the news values treatment manifested poorly in *michuu-waaree* news content. The study also identified that *michuu-waaree* news gave emphasis more political issues which means other development agendas were not focused.

Generally, the findings revealed that the news broadcasted from *michuu-waaree* news program didn't manifest development journalism due to the factors such as censorship, lack of professional integration and ethical challenges, lack of continues training for journalists, producers, reporters and editors, lack of legal protection, transport access for remote area, electric power break down and internet connection problems, have seriously affected the practice of development journalism. Even if Jimma Fana FM98.1 radio or FBC has adapted development journalism philosophy, the finding of this study revealed, the principles of development issues reporting and the job descriptions have not been clearly articulated as a guideline. Because of the above factors *michuu-waaree* news program practitioners are producing and disseminating news stories that lack development journalism manifestation hence, practice of development journalism did not institutionalize in *michuu-waaree* news in Jimma Fana FM98.1 radio.

5.2. Conclusions

This research has been conducted in order to answer the specific research questions and the findings have provided adequate answers. The following conclusions are reached based on these findings: The pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse and sometimes hostile communities.

- Findings from the research indicated that even if *michuu-waaree* news program practitioners are guided by their editorial policy which was treated with development journalism, the principles of development issues reporting and the job descriptions have not been clearly articulated as a guideline. Also, challenges such as lack of professional integrity, ethical challenges and censorship, electric power breaks down and internet connection problems, lack of legal protection for journalists, transport access for remote area as well as lack of knowledge on DJ have seriously affected the practice of development journalism not to be institutionalized as the findings indicated.
- The dominant source of *michuu-waaree* news program is government officials, and event-based sources are dominantly used. That means the news attribution in *michuu-waaree* news didn't give emphasis for the grassroots people while applying development news reporting.

- FBC took the dominant news source coverage while depth or investigative news covered rarely.
- The news content was not treated as process oriented manner rather almost most of the news produced with event oriented manner news and short news style which also lacks a background information.
- Health related issues specially news on COVID19 took the highest coverage from social issues and project news has got little coverage whereas the political news issues took the most news coverage in *michhuu-waaree* news program in general. Most of the news content issues didn't inform the impact of development plan although, there are hardly investigative stories in the media's news coverage, both political and social related news issues themes such as agriculture, education, health, business, peace and security or good governance were portrayed with positive tone.
- The principles of developmental journalism practice such as citizen based-framing, civic advocacy as well as the development news values treatment manifested poorly in *michhuu-waaree* news content.

5.3. Recommendations

Based on the findings and the conclusion of the study, the following recommendations are suggested.

- As guideline of the media, the editors, coordinators and journalists should practice the editorial policy to implement DJ in reporting news stories process and reporters should be governed by the policy law to make it institutional. This will prevent them not to produce news in traditional and unwritten culture. The journalists need to provide and adhere to their plan to produce, gather, and disseminate news production. *Michuu-waaree* news program of Jimma Fana FM98.1 should report news that consisted of contextual and background information about the development process, the impact of plans, projects, policies, problems, and issues with the people.

- To have similarity on developmental journalism the media house (Jimma FBC) should adjust conditions to give short-term training programs frequently in the area of development journalism and its principles with regard to the implementation programs for professional journalists, editors, and media manager frequently that enables to be clear about the basic principles of development journalism and its manifestation in the news stories.
- The government should not influence the medium in its development reporting approach as development journalism context rather the government should make free for those professionals that can help to report facts for a social change.
- The reporters should listen to the ordinary people and also take stories from the individual people than quoting always higher officials and government bodies specially in both short news and in-depth news (feature news types) needs to implement the media policy by containing constructive criticism in development way of reporting on the government's plan, the progress and its achievement watch dog role of the government rather than dependent on success-oriented stories.
- The medium should produce news contents that can teach the society and work for the wellbeing of the people life for the betterment living status rather than totally advocate and taking attention to informative the news of success stories and propagandas. Since development is process, and to report the process based development activities the media practitioners including managers, editors, producers and reporters needs to have dedication and commitment, however there are other factors affecting the practice of DJ as the study revealed.
- The news source of the medium should not be the most meeting and events of the government's assembly, rather it should be sourced from the different sides of view like research findings, professionals and private organizations. The media should tell about the long-term development process of the city administration.

- The management of Jimma Fana FM 98.1 radio station should create awareness about media and communication among government structures and officials on existing laws and regulations, as well as accountability, therefore, this could facilitate better access to information and contribute to the quality of the news content as well.
- The management of Jimma Fana FM 98.1 radio station should discuss and put argent solution for internet breakdown, (also electric power breakdown) and on protection for journalist including COVID-19 impacts so as to improve the quality of news values related to news sources and its practice.

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Appendix I

In-depth interview questions for the editor in chief and deputy editor in chief

This in-depth interview will be used to evaluate, the developmental journalism manifestation on Jimma Fana FM98.1 radio station. *Michuu-waaree* news program in focus. The participants for the interview shall be only editor in chief and deputy editor in chief of the program. The information will be used for only academic purposes.

1. As Jimma Fana FM98.1 radio news editor in chief, what do you say or comment on manifestation of the principles and practice of developmental journalism in news content? Please point out and explain your experience?
2. To what extent your editorial policy manifests the practice of developmental Journalism in writing and reporting news particularly on the *michuu-waaree* news program?
3. As Jimma Fana FM98.1 radio news chief editor, how do you entertain developmental issues? What are the main development issues that are going to be manifested in report?
4. What is the importance of manifesting the developmental journalism practices for the government, the media organization and the audience or the society?

5. What kind of challenges have you faced from officials or politicians not to properly practice developmental journalism in your media organization specially in *michuu-waaree* news reporting?
6. What is the source of news for your radio station? Which is most and Why?
7. As Jimma Fana FM98.1 radio news chief editor, what is the main important of the news of *Michuu-waaree* news program?

Appendixes II

In-depth interview questions for the reporters

This in-depth interview will be used to evaluate, the development journalism manifestation on Jimma Fana FM98.1 radio station. *Michuu-waaree* news program in focus. The participants for the interview shall be only reporters and producers of the program. The information will be used for only academic purposes.

1. As Jimma Fana FM98.1 radio station news reporter, what is the principles of developmental journalism in news content? Please point out and explain your experience?
2. As Jimma Fana FM98.1 radio station news reporter and *michuu-waare* news program producer, how do you entertain to manifest developmental issues? What are the main developmental issues that are going to be manifested in report?
3. What is the importance of producing and addressing news to the society in *michuu-waaree* news program?
4. Do you report by constructively criticizing government or in the areas of unimplemented plans or projects? If so or not, why?
5. What do you think reporting issues like economic, justice, democracy, equality, peace and security? For which issue, do you give more attention? Why?

6. What is the source of news for your radio news production and which is most? Why?
7. What kind of challenges do you face while practicing development Journalism in reporting news particularly in *michuu-waaree* news? Please explain those problems?

Table A: Interviewee Category

No.	Name of the Interviewees	Sex	Job description	Date of interview
1	Hussen Kemal	M	Editor in-chief	April 1/2021
2	Temesgen Alebachow	M	Editor	April 1/2021
3	Abdurrahman Mohamed	M	Senior reporter	April 1/2021
4	Tesfahun Kebede	M	Senior reporter	April 1/2021
5	Amina Abdella	F	Reporter	April 1/2021
6	Hussen Kedir	M	Senior reporter	April 1/2021

Table B: News Sources Category

Sources of the news										Other	Total	Percent
Speakers within the news	FBC	EN A	OB N	EB C	PR	WG C	ZG C	RG C	News media organization			
Federal government officials	34	2	1	2	8				11		58	19.72
Regional government officials	14	1	1					3	4		23	7.82
Zonal government officials	5		1				5				11	3.74
Woreda government officials						30			1		31	10.54
Community members	33		2		2				6		43	14.62
Politicians	5								30		35	11.9
Scholars	3								8		11	3.74
Others (such as unmentioned sources)	26	1			13				26	16	82	27.89
Total	120	4	5	2	23	30	5	3	86	16	294	
Percent	40.81	1.36	1.7	0.6	7.82	10.2	1.7	1	29.25	5.44		100

Table C: News issues and coverage category

17.	Kenya works to strengthen the relationship with Ethiopia	Federal officials	website									✓		✓	
18.	Covid19 pandemic disease update info internationally, nationally	Federal officials	FBC	✓										✓	
19.	Suspected people arrest for illegal immigration in Senegal	politician	CGTN									✓			✓
20.	Amazon forests in Brazil declare an upcoming storm in high condition	passive	BBC			✓									✓
21.	virginity study to be given in England.	passive	BBC	✓											✓
22.	The relationship between creatures and animals.	politician	website					✓							✓
23.	The conflict between Australia and China over false witness	politician	CGTN									✓			✓
24.	Our country's female, <i>Chaltu Dani'el</i> makes an influence.	Community member	BBC					✓							✓
25.	Didessa woreda agriculture office announces it produces wheat plants on 55 hectares of land	Woreda Government officials	GCO			✓								✓	
26.	Tax collection wok at Gera Woreda	Woreda officials	GCO					✓						✓	
27.	In USA, embassies and diplomats are given awareness regarding the campaign of law enforcement in Tigray region.	Federal official	Facebook									✓		✓	
28.	National investment plan office announces improved reform	Federal officials	EBC							✓				✓	
29.	A discussion held between parties and PM Dr. <i>Abiy</i> regarding the national election of 2013	Federal officials	FBC							✓				✓	
30.	Tigray state interim administration launches the rule of law in order to protect the property as well the security of the region	Regional government officials	FBC									✓		✓	
31.	Deputy prime minister and foreign affairs Mr. <i>Demeke Makonnin</i> discuss the issue of the rule of law with <i>Olanga</i>	Federal official	EZA									✓		✓	
32.	It has been reported that the attorney general of Oromia is working to improve its service.	Regional officials	Facebook							✓				✓	
33.	Jimma zone farmers harvests their crops on time to save from wastage*	Community members	FBC			✓								✓	
34.	Ethiopian delegation has given a press release to the UN Ethiopian people found in New York, USA.	Federal officials	FBC									✓		✓	
35.	The celebration of Ethiopian nations and nationalities is being celebrated in Adama regional level.	Regional government officials	OBN									✓		✓	
36.	The Commercial Bank of Ethiopia have announced that customers of Tigray region can use their account number which was banned from where they are.	Federal government officials	FBC					✓						✓	
37.	President of Gambela regional government says that it is necessary to strengthen our togetherness and unity	Regional government official	ENA									✓		✓	
38.	Somali government announces that it takes action on 5 Alshabab prisoners	politician	CGTN									✓			✓

Wednesday, December 2, 2020

39.	Oromia regional government president Mr. <i>Shimelis Abdisa</i> gives press release regarding the start of education. *	Regional government official	FBC		✓								✓	
40.	Report of corona in the country, regional and in the world	Not mentioned	website	✓										✓
41.	Police trainees and defense force graduate from college and university	Regional government officials	Facebook									✓	✓	
42.	In Egypt Cairo, the Ethiopian Deputy Ambassador <i>Merwan</i> Discusses with Sudan and Holland on current situation in Tigray region	Federal government officials	website									✓	✓	
43.	A bomb exploded in Finfine city	Not mentioned	FBC									✓	✓	
44.	Ethiopian embassy in Russia has given a statement regarding Ethiopian invasion	Federal government officials	FBC									✓	✓	
45.	The idea of the residents of Asalla town on current issues*	Community member	FBC									✓	✓	
46.	Minister of Culture and Tourism <i>Dr. Hirut Kasahun</i> has been elected as the best leader of Africa tourism in 2019.	Federal government official	Facebook						✓				✓	
47.	Discussion is held on the plan of implementing food security projects.	Federal government officials	FBC									✓	✓	
48.	New Zealand has announced new climate change laws.	Politician	Aljazeera		✓									✓
49.	Wheat irrigation development work in Gera district	Woreda government official	WGCO		✓								✓	
50.	In Nonno-benja woreda, of this year's crop produces, 75% have been harvested.	Woreda government official	WGCO		✓								✓	
51.	The nations and nationalities day is celebrated in Addis Ababa	Federal government official	OBN									✓	✓	
52.	Presidential election holds in America	politician	BBC							✓				✓
53.	Jimma town residences celebrate the 15 th Ethiopian nations and nationalities anniversary day with panel discussion *	Community member	FBC									✓	✓	
54.	Ethiopia has sent satellite for the first time	Federal government official	BBC					✓						✓
55.	Ambassador Tayye Izqesilase, discussed with the UN organizations director on how to advocate humanitarian support for Tigray region	Federal government official	website									✓	✓	
56.	Ghana president celebrates women's day	politician	CGTN									✓		✓
57.	Jimma city residences' thoughts on current status and implementing the rule of law*	Community member	FBC									✓	✓	
58.	Guji zone builds a place to develop culture to transfer good culture of the community and increase income.	Community member	OBN					✓						✓
59.	In South Korea, the 12th grade exam has started today	Not mentioned	Aljazeera	✓										✓

Thursday,
December
3,
2020

		or passive																	
60.	The opening of schools teaching-learning program at Atnago school after corona lock-down*	Community member	FBC		✓									✓					
61.	Sabsib Aba Fogi commits murder in Seka-chokorsa woreda.*	Not mentioned or passive	FBC							✓				✓					
62.	Planting work is underway in different places	Woreda government official	GCO			✓								✓					
63.	More than 15 mil. Birr is collected from income tax in Jimma Zon Saxxama Woreda	Woreda Government officials	GCO					✓						✓					
64.	The first research conference has held in Jigjiga town	Regional government officials	FBC					✓						✓					
65.	Private schools in Shashamane town and community have promised to teach children who are members of the national defense force without payment	Non-governmental officials	FBC		✓									✓					
66.	The current corona disease is causing many problems in our community and now in Finfine 75% of the people uses facemask as Ethiopia's ministry of health reported	Federal government official	FBC	✓										✓					
67.	The number of coronavirus infections in the U.S. is increasing day by day according to US president Joe Biden	politician	Not mentioned	✓															✓
68.	Ghana president wins election for the second round	politician	Not mentioned							✓									✓
69.	Plan international of Jimma branch support wheelchairs and educational materials for peoples with disabilities found in Jimma city	Community members	FBC	✓										✓					
70.	The national electoral board has announced that it has called for those who want to be in the country to observe the election.	Not mentioned	FBC							✓				✓					
71.	The Prime Minister office announces that the Ethiopian Federal government works to help the people living in Tigray region	Not mentioned or it is passive	FBC										✓	✓					
72.	What is the vision of development of Nekemte city?*	Community members	FBC					✓						✓					
73.	Ethiopian airlines that was closed to Gondar city restarts flying right from today	Not mentioned	FBC					✓						✓					
74.	In Oromia region, the exam that was given for grade 8 has ended peacefully.	Not mentioned	FBC		✓									✓					
75.	A car accident happens in Amhara region Gojam zone Gollichasiso district	Not mentioned	GCO										✓	✓					
76.	Addiction exposure at a young age and its immediate solutions .*	Scholars	FBC		✓									✓					
77.	Federal police commander destroys the tools of TPLF group that were used for clothing and materials in siddist model house	Federal government official	FBC										✓	✓					

Friday,
December
11,
2020

78.	Weapons that are moving illegally in Shawa zone Kaayu district Garbaguracha town are arrested.	Not mentioned	GCO									✓		✓	
79.	According to air researchers report, gas burned to air will decrease in 2020	scholars	BBC			✓									✓
80.	Dr. Alshayi who treats children's smile passes away due to corona disease*	scholar	BBC	✓											✓
81.	The history of Ridu Oduwala of Nigerians*	politician	BBC									✓			✓
82.	A meeting is underway in Bininishangul Gumuz in Bilu Nile administration city.	Regional government official	GCO									✓		✓	
83.	World human rights day is celebrated for the 72 nd time in our country and 14th time in Jimma city*	Community members	FBC						✓					✓	
84.	The benefits of orange	scholar	FBC	✓											
85.	Information on weather conditions	Not mentioned	FBC			✓								✓	
86.	The cattle farming office of Sigo woreda announces farmers who have been working on cattle farming are getting more than 100 million for the past two decades.	Woreda government officers	GCO			✓								✓	
87.	The house of pregnant mothers' builds in Dedo woreda	Woreda government officers	GCO	✓										✓	
88.	It has been reported that more than 200 thousand animals have been given treatment and vaccination in Saxama district in the last six months.	Woreda government officers	GCO			✓								✓	
89.	Agriculture month promotion bazaar is held in Adama city	Community members	GCO			✓									✓
90.	It has been reported that over 85 million people in the world are infected with corona virus	Not mentioned	Anadolu	✓											✓
91.	In new Year 2019, UK is reported to have completely cut ties with European countries.	politicians	BBC									✓			✓
92.	It is being told that President of America Donald Trump has been heard when he said he will steal the vote .	politician	BBC						✓						✓
93.	South Korea is expected to set a new record in 2020 by eliminating mother and child deaths.	politician	BBC	✓											✓
94.	in Jimma town a training is held on the competitors' associations and the rights of the users.	Community members	FBC						✓					✓	
95.	Of the most intelligent political leaders in America called "Iren Lady"	politician	BBC						✓						✓
96.	Three people who commit serious theft in Sigo district have been sentenced to heavy prison.*	Not mentioned	GCO						✓					✓	
97.	Great singer and poet Majisan's song is most famous by Manchester club	Other people (artist)	BBC					✓							✓
98.	What Historic records say in days or "World's most famous people history"	Scholar and politician	BBC									✓			✓
99.	Jimma city residences thoughts on how to fight against corruption	Community members	FBC						✓					✓	
100.	American police officer gives a special gift to the families of suspected of jailed robbery	Other people (police)	BBC									✓			✓

Monday, January 4, 2021

101.	UK is preparing to give its citizens a coronavirus vaccine.	Not mentioned	BBC	✓														✓
102.	Jimma University has been held at the center of prevention and treatment of emergency disease	Federal Government official	FBC	✓									✓					
103.	It is reported that Prime minister Dr. Abiy Ahmed is one of the most loved people in the end of the year of 2020 G.C	Not mentioned	website									✓		✓				
104.	The delegation led by deputy president of southern Nations and Nationalities Mr. Ristu Yirdawu visit the construction of the rural change center project in Yirgalam town.	Regional government official	RGCO					✓							✓			
105.	regional leaders, ministry of water, engineering and energy and organizations held on discussion with regional leaders on the work of Oromia region at prosperity office. <i>10years project plan</i>	Federal government officials	FBC					✓							✓			
106.	Contraband equipment that is moving illegally in Finfine city has been arrested.	Federal government official	Facebook										✓		✓			
107.	After their defeat, the group of arrogant people are hiding in Addis Ababa wearing different clothes.	Federal government official	FBC										✓		✓			
108.	House of pregnant mothers have been built in Dedo Woreda with the support of Jimma university, Jimma zone health care office and Korea private institute KOFI*	Community members	GCO	✓											✓			
109.	soldiers who are training in Wurso training center have graduated	Federal government official	Facebook										✓		✓			
110.	The foreign minister of Ethiopia Mr. Dina Mufti told Ethiopia doesn't believe that war will be the solution for the Ethio-Sudan border disput.	Federal government official	FBC										✓		✓			
111.	Residents of west wellega zone birmajji woreda protests against the action of <i>ABO shane</i> and <i>TPLF</i> on innocent people	Community members	OBN										✓		✓			
112.	In Saud Arabia, a discussion is held regarding Arab issues and the incidents going on in these countries	politicians	Aljazeera										✓					✓
113.	Poor people are supported in Jimma town regarding meskel holiday*	Community member	FBC					✓							✓			
114.	High executive committee of industrial park development cooperation travel to Jigjiga city of Sumale region	Not mentioned	RGCO					✓								✓		
115.	The road of Lagagibe Jimma is being repaired	Zonal/district government official	FBC					✓							✓			
116.	Entrepreneurship training is being given for IMX associations and new traders in Jimma city	Community members	FBC						✓						✓			
117.	Ministry of Trade and Industry and International cooperation Agency give facemask to prevent Corona	Not mentioned	FBC	✓												✓		
118.	Corona spreads worldwide and nationally.	Not mentioned	Reuters	✓													✓	

Tuesday,
January 5,
2021

119.	Murderer commit in Seka-choqorsa district sentenced 23 years	Not mentioned	FBC							✓		✓		
120.	Ethiopia, Kenya and Somalia have discussed to work together in Juba land corridor.	Federal government official	FBC								✓		✓	
121.	Iran continues its widening uranium in the past while its problems with America get worse	Not mentioned	CNN								✓			✓
122.	In a surprising information, a customer from a foreign hotel employee gave \$ 5000 tip after getting a service.*	Other people (hotel servant)	UPI				✓							✓
123.	The office of agriculture and natural resources development announce wheat development is underway in a good way in Omo Nada district.	Woreda government officials	WGCO			✓							✓	
124.	There is a discussion on the construction of Ayish Industrial Park in Somale region.	Regional government official	FBC				✓						✓	
125.	20 projects are being constructed by more than 38 million birr in Shampu town	Community members	OBN				✓						✓	
126.	Raya University has called for regular students	Not mentioned	PR		✓								✓	
127.	Ethiopian Islamic affairs council expresses its sadness for the attack on Najash mosque	Not mentioned	PR								✓		✓	
128.	The deputy prime minister and foreign affairs minister Demeke Mekonni told it is must to work cooperatively to prevent corona	Federal government official	FBC	✓									✓	
129.	Ministry of Agriculture has announced it is ready to plant more than 8 bil. plants for the next green-ashara program.	Federal government officials	ENA			✓							✓	
130.	Doctors that are giving cancer treatment in America and UK are reported to be effective	Scholars	Arkans news paper	✓										✓
131.	The regional forest and climate change authority has announced that it works to save the forests and restore the displaced ones.	Community members	FBC			✓							✓	
132.	<i>Meskel</i> holiday and the market status in Jimma city <i>Bishishe</i> market center* there is als a criticism concerning corona protection in the market	Community members	FBC				✓						✓	
133.	National Exam and Evaluation Agency has announced that the quality of grade 12 is better than ever.	Federal government officials	PR		✓								✓	
134.	Residents of East wollega zone Wayu-Tuka district have condemned the action of OLF Shane	Community members	ENA								✓		✓	
135.	Global concerns and the coronavirus outbreak (information on global, national and regional or Oromia region)	Not mentioned	FBC	✓									✓	
136.	Borana zone office announces they are working to help the problem that may happen in the winter season.	Community members	FBC			✓							✓	
137.	in Dedo district the council holds a meeting and evaluates government sectors work achievements* there is also criticism on corona protection	Community members	FBC							✓			✓	
138.	It is reported that media organizations are not doing their part in strengthening the peace of the country	Federal Governmen	ENA								✓		✓	

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139.	Religious leaders have passed their message for the 2013 holiday of Meskel	Religious leaders	FBC											✓				✓	
140.	The administration of Harar region has said happy Meskele holiday to all followers of Christian religion and the holiday should be celebrated to strengthen national unity and development and peace of the country.	Regional government officials	FBC											✓				✓	
141.	Zambia prepares to launch corona virus vaccination next month	politician	FBC	✓															✓
142.	in Burkinafaso six people day due to accident	politicians	BBC											✓					✓
143.	Ministers of Finance Ministry Steven visits Sudan and Egypt to discuss different issues.	Federal Government officials	website											✓					✓
144.	Oromia union association federation announces that there will not be shortage of supplies on the market of holiday so the community will not be disrupted	Regional government official	FBC					✓											✓
145.	South African economy has reported that World Bank could increase 3.3 percent in 2021	Not mentioned	FBC					✓											✓
146.	supporters of the United States of America current President Trump have disagreed with police.	politician	Yahoo news											✓					✓
147.	Stomach cancer that should be taken care of	Not mentioned	Facebook	✓															
148.	Somali police have been reported that they escaped from a bomb that was thrown	politician	BBC											✓					✓
149.	The office of the prime minister holds a meeting on Addisa Wog which focuses on the development of the desert area and pastoralist region.	Not mentioned	PR											✓				✓	
150.	The cabinet of Finfinne city has made a decision to discuss on different issues.	Not mentioned	PR											✓				✓	
151.	Southern regional police college has graduated 600 special police officers	Regional official	RGCO											✓				✓	
152.	Salale university graduates more than 1200 students	Not mentioned	FBC		✓														✓
153.	Southern people's state council hold the 3rd emergency meeting in the 6th year of work 5th round in Hawasa town	Not mentioned	RGCO											✓				✓	
154.	The top leaders of the Tigray people's liberation group have been controlled and created a high hope in the region. Mr. Nabiyu Hussein has told the office of prosperity party.	Regional government official	Press Ethiopia Agency											✓				✓	
155.	Ethiopian space science technology institute calls for better use of satellite data	Federal Government official	PR					✓											✓
156.	The number of people infected with corona virus becomes over 92.8 mil. in the world (this info also contains national and regional)	Not mentioned	PR	✓															✓
157.	The day of HIV/EDSI and other communicable disease has been celebrated in Jimma city*	Community members	FBC	✓														✓	
158.	It has been reported that the federal president Salawarq Zawde has discussed with the president of Finland Salwinnisto on the current situation.	Federal Government officials	FBC											✓				✓	

Thursday,
January 14, 2021

159.	Deputy prime minister and minister of foreign affairs Mr. Demeqa Mekonnin has discussed with Australia Livander Shalemverg	Federal Government officials	PR									✓		✓	
160.	Mother's health day is celebrated at <i>yekatit-12</i> college	Federal Government officials	EBC	✓										✓	
161.	Ethiopian tourism branch announces the number of tourists in the past few months has increased even if it was decreased due to corona virus before.	Federal Government official	ENA					✓						✓	
162.	“The medical research we do at the time has great importance but we don't have this culture” according to Doctor Ababa Tesfa *	Scholar	FBC	✓										✓	
163.	US congressmen accuse of assaulting President Donald Trump at the captain	politician	BBC							✓					✓
164.	Oromia social affairs committee has visited different development works in Ilu Abba Bor zone <i>Haloo</i> district	Regional government official	FBC			✓								✓	
165.	Western Arsi woredas and Shashamane city administration youths hold a meeting on the current status of the country	Community members	OBN									✓		✓	
166.	The discussion of the community is going on in different parts of the country.	Not mentioned	PR									✓		✓	
167.	Violence occurred in the base of former US President Donald Trump and Joe Biden*	Politian	BBC							✓					✓
168.	Uganda conducts election.	Politian	CGTN Africa							✓					✓
169.	Tanzania has imprisoned 23 pharmaceutical workers and pharmacists	Not mentioned	CGTN Africa									✓			✓
170.	It has been reported that a group of researchers from the World Health Organization has arrived in China Huan city	scholar	CGTN Africa	✓											✓
171.	in Indonesia researchers have found where wild animals have been picked up years ago.	Not mentioned	BBC					✓							
172.	A man who has been without washing his body for a long time has been found *	scholar	BBC	✓											✓
173.	Turkey agrees to develop its investment branch in Ethiopia	Federal government official	PR					✓							✓
174.	It is reported that in order to make the struggle of corruption in Ethiopia, we should give attention to the ability of the organizations.	Not mentioned	ENA							✓				✓	
175.	The trial of killing happened in Dedo district has passed law. *	Community member	PR							✓				✓	
176.	According to Abba Gada Borana Kura Jarso , it is possible to build a strong Ethiopia by standing up for the peace of the country	Others (Geda system leader)	FBC									✓		✓	
177.	Dedo woreda revenue office announces that it provides a clean and transparent service to the community	Woreda government officials	WGCO					✓						✓	
178.	In Bunno Badelle zone Dhidessa woreda, the council hold a meeting since yesterday	Woreda government officials	WGCO							✓				✓	

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179.	Prime minister Dr. Abiy Ahmed has sent a message regarding the new year of 2021	Federal government official	Facebook									✓		✓		1
180.	In Ethiopia, Russian ambassador has said that it will be given support to repair the developments that are affected in Tigray region.	Federal government official	FBC									✓		✓		
181.	In Akaki town, all the students of grade eight are transferred to the next class	Federal government official	FBC		✓									✓		
182.	in Jimma city, the Ministry of Trade and Industry conduct training for the employees of government offices up to local level at SYF Hotel.	Zonal government official	FBC							✓				✓		
183.	According to the human rights organization report to the killing of Artist Hachalu human rights violation was involved in Oromia region	Passive or not mentioned	FBC									✓		✓		
184.	Oromia city institute announces that in order to implement the plan made for the cities, participation of the community is important.	Regional government official	FBC							✓				✓		
185.	the Awash-malkasa-mathara 94 KM Asphalt construction project has completed 80 percent .	Not mentioned	FBC						✓					✓		
186.	Complaints of bajaj service of Jimma city*	Community members	FBC							✓				✓		
187.	The international bank of Oromia has awarded different items for the second round of the program called save and get it award	Regional (government) official	FBC					✓						✓		
188.	A demonstration that can correctly guide students' creative results has been revealed.	Not mentioned/passive	FBC		✓									✓		
189.	The Ministry of energy and fuel hold discussion with local and regional institutions on the last six months' plan accomplishment.	Not mentioned/passive	FBC					✓						✓		
190.	UNICEF has announced that 10.4 mil children will be exposed to serious food shortage in 2021 G.C	Not mentioned/passive	FBC	✓												✓
191.	In east Hararge zone Kombolcha district, peace and development conference is underway.	Community members	FBC										✓	✓		
192.	In Arsi zone, of the land planned for irrigation development, 80 percent is covered and is being cared for.	Zonal government official	FBC			✓								✓		
193.	As the corona virus is spreading again, it is said that it will cool down in the new year 2021 G.C	Not mentioned	PR	✓												✓
194.	The contract workers of Jimma university complain that they have not been able to find a solution*	Community members	FBC							✓				✓		
195.	UK announces that it will break up its relations with the European Union in 2021	politicians	Twitter										✓			✓
196.	in Canada, finance ministry has been removed from power in relation to entertainment.	Politian	FBC							✓						✓
197.	16-year-old teenager sentenced to death in Iran	Not mentioned	PR							✓						✓
198.	In the last year of 2020, many famous people have died *	Not mentioned	FBC										✓	✓		
199.	In Dedo district the office of the administrator has announced that the work of the government sector is underway.	Woreda government officials	WGCO							✓				✓		

200.	In Sigmo woreda, in the 1 st quarter, farmers who are working on animal livestock development have more benefitted.	Woreda government officials	WGCO			✓						✓			Monday, February 1, 2021	
201.	The Deputy prime minister and minister of foreign affairs Mr. Demeke Mekonnen holds a discussion with the UN commissioner of the chief commissioner of Migrants	Federal government officials	FBC									✓	✓			
202.	Federal job opportunity commission conducts meeting in Arbaminch city for the past six months	Federal government officials	FBC					✓					✓			
203.	Three secondary schools have constructed with the participation of the people in Gera district. *	Community participants	FBC		✓								✓			
204.	The World Bank has announces that it will give loans for corona prevention to different African countries including Ethiopia	Not mentioned	Not mentioned	✓												✓
205.	Ethiopia announces it imports the vaccine against corona from abroad starting from the coming April.	Federal government officials	FBC	✓										✓		
206.	The deputy mayor of Addis Ababa city Administration Mrs Adanach Habebe announce action would be taken to investigate the fire accident occurred yesterday.	Federal government officials	FBC									✓	✓			
207.	In Jimma zone Seka-chokorsa and Shabe-sombo districts, unemployed women are used for job opportunities*	Community participants	FBC					✓					✓			
208.	It is reported that the thanks giving ceremony of artist <i>Haachaaluu Hundessaa</i> and the inauguration of Dr. <i>Alii Birraa</i> 's life book will be held on January 30	Regional government official	FBC									✓	✓			
209.	In Myanmar, opposition party claims to fully control the country after taking over the state's top agents	Politician	BBC									✓				✓
210.	Thousands of Russian citizens are going out to the streets for protest and action has been taken.	politician	FBC													✓
211.	Israel announces that it is going to give anti corona virus vaccine for its own citizens.	Not mentioned	BBC	✓												✓
212.	In Jimma zone Gomma district, farmers who have engaged in behaving development have also increased their productivity. *	Community participants	FBC		✓								✓			
213.	It has been reported that three people were killed by Al-Shabab armed forces in Mogadishu.	Not mentioned or passive	Not mentioned									✓				✓
214.	A 110-years-old elder has got a lot of recognition in the world by singing a song within a night	Other people(artist)	FBC					✓							✓	
215.	The Ethiopian Electric Service announces it works to deliver the parts of the country which can't get the development of electricity.	Not mentioned or passive	FBC					✓						✓		
216.	In Gumay woreda, the office of youths announces it builds the house of one poor mother by 70 thousand birr.	Woreda government official	GCO								✓		✓		Tuesday, February 2, 2021	
217.	In Shebe Sombo Woreda, it has been reported that there is an awareness creation work that focuses on	Woreda government	GCO								✓		✓			

	civil servants of the district.	t official																		16, 2021
218.	Deputy minister and foreign affairs minister Mr. Demeke Mekonnin holds discussion with Turkish foreign minister Ya'avilut kovlinch	Federal government official	PR										✓						✓	
219.	prosperity party has held a meeting in Sharatan Addis with the topic of nationalism and brotherhood of unity and prosperity.	Federal government official	FBC										✓						✓	
220.	In Democratic Republic of Congo, boat claims sink and sixty people died while 61 people were lost	politicians	BBC										✓							✓
221.	The Oromia region, cluster of social community and Director Mr. Addisu Aregga announces that the preparation of the 125th anniversary of the victory of Adwa in all Oromia has been completed. Criticism was given by the reporter	Regional government official	Facebook										✓						✓	
222.	Residents of south Wollo holds rally demonstration in support of Dr Abiy Ahmed and his leader	Community members	FBC										✓						✓	
223.	Mexico is to start giving Covid-19 vaccination for adults	Not mentioned	Aljazeera	✓																✓
224.	Family planning service is held for mothers at health center in Saqqaa-coqorsaa and Shabee-Sambo districts, *	Community members	FBC	✓																
225.	One foreign citizen says "I am afraid of death more than life because of accident."	Community member	BBC	✓																✓
226.	Covid-19 up to date info, in Africa 300 mil. and 759 thousand and 66 have been detected.	Not mentioned	PR	✓																✓
227.	Saudi Arabia works to expand its investment work	Not mentioned	Not mentioned							✓										✓
228.	A government protest is held in Myanmar and UN has called a junta group that made it.	politician	BBC										✓							✓
229.	Prime minister Dr. Abiy Ahmed has made a visit with federal and regional officials on different developmental works. *	Community members	FBC						✓										✓	
230.	CNBC website has ranked people or countries that educate people	Not mentioned	CNBC	✓																✓
231.	BBC has reported the Spanish rapper who wrote on top of the government issues was found hiding in the University to escape prison.	Politician	BBC										✓							✓
232.	In Limmuu-gannat district, an entertainment center for elderlies has been built by youths of the district and open for service.*	Community members	FBC										✓						✓	
233.	The most famous people in the world (profiles)	politician	Not mentioned										✓							✓
234.	Israel is reported to have dropped a share on Russia's corona vaccine shipment	Not mentioned	Not mentioned	✓																✓
235.	A foreign hotel/restaurant customer has given two thousand dollars as a tip for a servant for getting good customer services	Community member	UPI							✓										✓
236.	In Yemen, many children are being exposed to harm.	Community member	Aljazeera										✓							✓

237.	China arrest people who were selling fake corona vaccine.	Not mentioned	Not mentioned	✓												✓		
238.	In Gomma district, the office of coffee, agriculture and natural resources announces that it has been working on wheat productions development in the district	Woreda government official	GCO			✓										✓	Wednesday, February 3, 2021	
239.	In Saxama district, the disease called Mariye kills sheep and goats, thus the office of the district announces a campaign that gives vaccination is underway.	Woreda government official	GCO			✓							✓					
240.	The Gera district administrator office announces there is a meeting held with government sectors .	Woreda government official	GCO						✓				✓					
241.	Ethiopian roads Authority signed 18.2 billion birr agreement for road construction	Not mentioned	FBC					✓							✓			
242.	The interim administration, mayor of the Tigray city said that the campaign to ensure the rule of law and the outbreak of corona disease will start on February 1/2013 in Mekele city.	Federal government officials	FBC									✓		✓				
243.	Minister of peace Mrs. Muferriyat Kamil has discussed with the representative of the world food program Dr. Istivan Omamo	Federal government officials	FBC									✓		✓				
244.	Japanese ambassador said that Japan will support the humanitarian aid in the Tigray region.	Federal government official	FBC									✓		✓				
245.	In different places of Oromia, the demonstration of support for prime minister Dr Abiy Ahmed is still going on	Not mentioned	FBC						✓						✓			
246.	The president of Oromia regional state Mr. Shimelis Abdisa has thanked the residents of Oromia for their peaceful demonstration*	Regional government official	FBC									✓		✓				
247.	The deputy mayor of Finfine city Mrs Adanach Habebe says that the release of the houses that were arrested illegally in Finfine city will be for the residents of the city who are displaced.	Federal government official	FBC						✓					✓				
248.	In Tigray region, the state of emergency announces the information that says the civilians are being killed is not confirmed and based on political interest.	Passively revealed	PR										✓		✓			
249.	Biden administration has signed an order on the issue of immigrant families and collapse	politicians	BBC										✓			✓		
250.	the Jimma zone Administrator, Mr. Abdullaakim Mulu's full message to the protest of junta held in Jimma town. *	Zonal government official	FBC									✓		✓				
251.	In Gojjam zone, Bore town the food oil factory that produces over 1.5 millions per-day is to be inaugurated next Sunday.	Regional government officials	FBC					✓							✓			
252.	the Ministry of Agriculture announces it works to improve the work of lease and finance to the country's predictable situation.	Federal government officials	FBC						✓						✓			
253.	Prosperity Party and United Russia have signed to work together on bilateral issues.	Federal government officials	FBC										✓		✓			

254.	Farmers in east Hararge zone complain about the low price of their produce*	Community members	FBC (Haromaya)							✓			✓	
255.	It has been reported that a training of youth is being conducted in Omo Nada district	Woreda government officials	WGCO							✓			✓	
256.	Protests continue against the Russian government after the arrest of Alexin Navaln in the country	politician	BBC								✓			✓
257.	In British, the man called <i>Captain Tom</i> who was known for showing respect for health workers at the start of Corona virus season and collected 33 mil. pounds, has passed away from Covid-19.	Community member	BBC	✓										✓
258.	People who are still infected with Corona are being reported worldwide and nationally	Not mentioned	FBC	✓									✓	
259.	In Shabe Sombo woreda more than 3 thousand unemployed jobs have been created in the last six months.	Woreda government official	GCO					✓					✓	
260.	The health care office of the district of Mancho district has announced that the health insurance works for the community.	Woreda government official	GCO	✓									✓	
261.	New Year's holiday is being celebrated in Dilla town warmly.	Not mentioned	FBC (wolayit a)							✓			✓	
262.	Ambassador of Sweden Hanshenerik and representative of international children fund UNICEF Mrs. Leka Horbir visit displaced children in Matakkaal zone.	Federal government officials	FBC								✓		✓	
263.	USAID Shenjonsin and Ethiopian Embassy members have arrived in Mekele.	Federal government officials	FBC								✓		✓	
264.	Minister of transport Mrs. Dagmawit Mogas has discussed with director of African development	Federal government	PR								✓		✓	
265.	The union of Jimma farmers association has been completed and inaugurated today at Federal and regional officials.*	Community members	FBC					✓					✓	
266.	Bank numbers have been released to collect funds for the people of Binishangul and Tigray who are displaced from their homes.	Not mentioned or passive	FBC							✓			✓	
267.	The general delegation of the defense force of South Sudan has arrived in Finfinne led by General Juma Ukumini.	Federal government official	PR								✓		✓	
268.	the public servant training which has been held in In Jimma town, has been completed *	Community members	FBC							✓			✓	
269.	Update Information regarding the corona virus spread	Not mentioned	PR	✓										✓
270.	Complainers of Jimma city complain about the supply of basic materials*	Community members	FBC							✓			✓	
271.	The Federal ministry of peace has announced that the process of the national identity paper will start in the city	Passively mentioned	PR							✓			✓	
272.	The UN secretary Antonio Gotteres states that ten countries use corona virus prevention services.	politician	FBC	✓										✓

Thursday, February 18, 2021

273.	A car park that crosses the border of Ethiopia has been built in Djibouti.	Federal government official	FBC					✓				✓		
274.	Myanmar sentence 5 hundred people to jail*	politician	Aljazeera								✓			✓
275.	Haramaya city administration clears the Haro lake of Haramaya cooperatively	Regional officials	GCO			✓							✓	
276.	It is reported that Namibia has lost hundreds of millions and twenty million from tourism due to corona outbreak	politician	BBC					✓						✓
277.	CGTN reported that the Ebola virus in Congo has become a major threat across Africa.	politician	CGTN & BBC	✓										✓
278.	Facebook has banned Australian armed forces from tracking information.	politician	BBC								✓			✓
279.	Ethio-telecom has implemented a high speed internet service called 4GL TE in south region	Not mentioned	FBC					✓					✓	
280.	The <i>bit-coins</i> , money transaction technology.*	scholars	BBC					✓						✓
281.	In Chora Botor district, the council of the district conducting the 5th year of work for the past two days has finished its visit.	Woreda government officials	GCO							✓		✓		
282.	The council of representatives, Mr. <i>Tagasa Chafo</i> discusses with Chinese ambassador <i>Ziyawo Zinna</i> in Ethiopia.	Federal government official	FBC								✓		✓	
283.	The minister of foreign affairs of America Antonyblincon says America will support the national election and the revolutionary process of Ethiopia.	Federal government official	Twitter								✓		✓	
284.	American president Joe Biden announces he will break up the war that is going on in Yemen	politician	BBC & CNN								✓			✓
285.	United Nations chief secretary Antonio Gotteris asks the international community to stop the coup of Myanmar	politician	Not mentioned								✓			✓
286.	Bars closed in the UK due to no one leaving their house.	politician	Blumberg	✓										✓
287.	In Gera district, farmers say they are productive in wheat irrigation development during winter season which is new experience *	Community members	FBC			✓							✓	
288.	Denmark is reported to be the first air-conditioned energy source in the world to build up on the ocean	Not mentioned	Not mentioned					✓						✓
289.	The third part of the interference between Ethiopia and Sudan is not required to interfere with the interference of the border of Ethiopia and Sudan, the minister of foreign minister of the advisor of the technical issues of the border of the website and the member of the commissioner of the border of Ethiopian and Sudan Mr. Umut Mu Luneen has told BBC.	politician	BBC								✓		✓	
290.	Jimma zone Dedo woreda road authority office construct 20-meters wide bridge.*	Community member	FBC					✓					✓	
291.	How if we spend our vacation?	Scholars but in passive	Not mentioned	✓									✓	

Friday, February 5, 2021

292.	The secretary of East Africa development or EGAD Mr. Worqinah Gabayehu discuss with minister of defense of Portugal	Federal government official	Facebook									✓		✓	
293.	The history of a girl in <i>Hexosaa</i> woreda seeru ankute village who has returned to her country Ethiopia *	Community member	FBC (Asallaa)									✓		✓	
294.	The Mexican President is reported to be free from Covid-19 this morning after his trial.	politician	FBC	✓											✓