

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
SCHOOL OF SOCIAL SCIENCES

RADIO ACCESS TO RURAL WOMEN, FOR INFORMATION &
KNOWLEDGE EMPOWERMENT

THE CASE STUDY OF JOLIE WOREDA GURAGIE ZONE
S/N/N/P REGIONAL STATE, ETHIOPIA

PROJECT WORK SUBMITTED TO THE INDIRA GANDHI NATIONAL OPEN
UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE
AWARD OF THE DEGREE MASTER OF ARTS OF RURAL DEVELOPMENT
(MARD)

BY

AYNALEM GASHAWTENA

NOVEMBER, 2013

ADDIS ABABA, ETHIOPIA

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
SCHOOL OF SOCIAL SCIENCES

RADIO ACCESS TO RURAL WOMEN, FOR INFORMATION & KNOWLEDGE
EMPOWERMENT

THE CASE STUDY OF JOLIE WOREDA GURAGIE ZONE S/N/N/P REGIONAL
STATE, ETHIOPIA

A THESIS

SUBMITTED TO THE SUBMITTED TO INDIRA GANDHI NATIONAL OPEN
UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE
AWARD OF THE DEGREE MASTER OF ARTS OF RURAL DEVELOPMENT
(MARD)

BY

AYNALEM GASHAWTENA

ADVISOR

DERJE MEKONNEN (Mr.)

NOVEMBER, 2013

ADDIS ABABA, ETHIOPIA

DECLARATION

I hereby Declare that the dissertation entitled RADIO ACCESS TO RURAL WOMEN, FOR INFORMATION & KNOWLEDGE EMPOWERMENT THE CASE STUDY OF JOLIE WOREDA Woreda submitted by me for partial fulfillment of the M .A in rural Development to Indira Gandhi National Open University (IGNOU), New Delhi is my original work and has not been submitted earlier either IGNOU or any other institution for the fulfillment of the requirement for any course of study. I also declare that no chapter of this manuscript in whole or in part is lifted and incorporated in this report from any earlier work done by me or others.

Place; Addis Ababa, Ethiopia

Signature

Date: November, 2013.

Enrolment No 089132774

Name Aynalem Gashawtena.....

Address: email gashawtenaa@ymail.com

Mobile 251911681159

II.

CERTEFICATION

This is to certify that Ms. Aynalem Gashawtena student of M.A.(RD)from Indria Gandhi National Open University,(IGNOU)New Delhi under my supervision and guidance for her project work for course MARD-001.Her project entitled “Radio access to Rural women, for Information & Knowledge Empowerment; The case study in Jolie Woreda” which is submitting ,is her genuine &original work.

Place Addis Ababa; Ethiopia

Signature.....

Name: Dereje Mekonnen (Mr.)

Date: November, 2013.

Address of the supervisor: St. Marry University

III.

ACKNOWLEDGEMENT

First of all I would like to give thanks to my “GOD” Who gave me grace & capacity to begin & to finish it successfully.

I would like to extend my gratitude to my earlier advisor Dr.Mulugeta Taye beginning from appreciation my research title, rural development field related with broadcast media is very good topic; which was not go through it much; especially radio access, he also gave me professional comment up to chapter two tirelessly with commitment & courage to find out quality result; till the current advisor Mr.Dereje Mekonnen Continue to advise me, from where we were stop. Who was also genuinely helping me & courage me to finish my project work as much as possible, by giving immediate feedback.

I also thank those institutions especially EBA(Ethiopian Broadcast Authority),ERTA(Ethiopian Radio &Television Agency),FBC(Fana Broadcasting Corporate),and Also MoWCYA(Ministry of Women, Children& Youth Affairs) and those sample respondent rural women on the study area their cooperation to be data source for the study input.

Also I did not forgot to thank my friends who always on by my side to encourage me.

Finally I want thank my family especially my brother Yonas Solomon who have been continually encouraging me to finish this study.

CONTENT

DECLARATION.....	II.
CERTIFICATION.....	III.
ACKNOWLEDGEMENT.....	IV.
TABLE OF CONTENTS.....	V-VII.
LIST OF TABLES.....	VIII.
LIST OF ACCRONYMS.....	IX.
GLOSORY OF LOCAL TERMS	X.
ABRIVATION.....	XI.
ABSTRUACT.....	XII-XIV.
CAPTER ONE.....	1-10.
1.Introduction.....	1-7.
1.1.background.....	1-7.
1.2.Statement of the problem	7-8.
1.3.Research Question.....	8.
1.4.Objective of the study.....	8.
1.4.1.General Objective.....	8.
1.4.2.Specific Objective.....	9.
1.5.Significant of the study.....	9-10.
1.6.Scope of the study	10.
1.7.Limitation of the study	10.
CHAPTER TWO.....	11-22
2.1.Opernational Word concept	11.
2.1.1Radio.....	11-12.
2.1.2.Ethiopian Radio.....	12-14.
2.1.3.Empowerment.....	14-15.
2.1.4.Rural Women.....	14-15.

2.1.5. Ethiopian Women.....	15.
2.1.5.1. Ethiopian Rural Women.....	16-18.
2.2. Review Literature.....	18-22.
2.2.1. Local studies Review.....	18-20.
2.2.3. International Or Regional studies Review.....	20-22.
CHAPTER THREE.....	23-28.
3. Research Methodology.....	23.
3.1 Research design.....	23.
3.2. Data Sources (Subjects) of the research.....	23-24.
3.3. Description of study area.....	24.
3.4 Sampling Frame.....	24-26.
3.5. Data Collection Tools.....	26-27.
3.5.1. Questionnaire.....	26.
3.5.2. Interview.....	27.
3.5.3. Documents.....	28.
3.5.4. Observation.....	28.
CHAPTER FOUR.....	29-58.
4. Presentation of Findings and Data analysis.....	29.
4.1. Rural women sample respondents data.....	30-34.
4.1.1. Personal background Information of rural women sample respondents.....	35-37.
4.1.2. Socio-economic situation of rural women related with radio access.....	38-48.
4.2. The data from selected key informants (stakeholders).....	49-58.
4.2.1. Ethiopian Broadcast Authority.....	50.
4.2.2. National Radio Broadcasters.....	51.
4.2.3. Ministry of Women, children & Youth Affairs.....	51-52.
4.2.4. Program Producers.....	52-55.
4.3. Sample selected women focused Radio Programs.....	55-56.
4.4. Major Challenges of Radio Access to Rural Women.....	56-57.
4.5. Suggestions, to make radio more accessible to Rural Women.....	57-58.

5. CHAPTER FIVE.....	59-66.
5.1. Summary, Conclusion, Recommendation.....	59-66.
5.1.1. Summary of Findings.....	59-62.
5.1.2. Conclusion.....	62-63.
5.1.3. Recommendation	64-66.
5.1.1.1. Ethiopian Broadcast Authority.....	64.
5.1.1.2. National Radio Broadcasters.....	65.
5.1.1.3. Ministry of Women, Children& Youth Affairs.....	65-66.
5.1.1.4. Radio program producers.....	66.
5.1.1.5. Suggestion for further studies.....	66.
References.....	67-70.

Annexure

Questionnaire for Rural women.....	I.
Questionnaire for Ethiopian Broadcast Authority.....	II.
Questionnaire for Ethiopia Radio & Television Agency.....	III.
Questionnaire for Fana Broadcasting Corporate	IV.
Questionnaire for Ethiopia Radio National Broadcast service Program Producers	V.
Questionnaire for Radio Fana National Broadcast service Program Producers.....	VI.
Questionnaire for Ministry Of women, Children& Youth Affairs.....	VII.
Sample radio Program Assessment Format.....	VIII.

LIST of ACRONYMS

IGNOU	Indira Gandhi National Open University
MoWCYA	Ministry of Women, Child & Youth Affairs
EBA	Ethiopia Broadcast Authority
IGAD	Inter-governmental Authority Development
FDRE	Federal Democratic Republic of Ethiopia
AIDS	Acquired Immune Deficiency Syndrome
HIV	Human Immunodeficiency Virus
CSA	Central Statics Agency
MDGs	Millennium Development Goals
GTP	Growth & Transformation Plan
ERTA	Ethiopian Radio & Television Agency
FBC	Fana Broadcasting Corporate
S/N/N/P	Southern Nation, Nationalities & people
ERIS	Electoral Reform International Services
IFAD	International Food & Agriculture Development
ADF	African Development Forum
ATI	Access to Information
FAO	Food & Agriculture Office
FDRE	Federal Democratic Republic of Ethiopia
KW	Kilo Watt

VIII.

List of Tables

List of Table	Page.
1. Study sampling design.....	26.
2. Master chart (Over all data that gathered from sample respondents of Rural women.....)	30-34
3. Current information & news source for rural women	39.
4. Reasons why those respondents couldn't own radio.....	42.
5. Issues that presented by radio about women & listened by rural women.....	44.
6. Major challenges listened by rural women regarding radio accessibilities to them.....	47
7. Suggestions by rural women, that to make radio more accessible to them...	48.

List of Figures

List of Figure	Page.
1. Population size Jolie Ande and in each village at household level.....	25.
2. Age category of sample respondents of rural women.	35.
3. Marital status of sample respondents of rural women.	36.
4. Educational status of sample respondents of rural women.....	37.
5. First & second language spoken by rural women.....	38.
6. Place where most of their time spent throughout the day.....	40.
7. Radio set placement area of rural women sample respondents.....	41.
8. Convenient time to listen radio rural women to listen radio.	43.
9. Radio program preference's by sample respondents of rural women.	46.
10. Rural women demand from governments & stakeholders to make radio more accessible to them.....	49.

IX.

GLOSSORY OF LOCAL TERMS

Ekube: it is local word which represent a group of people who know each other & agree to contribute money weekly or monthly; and then gather their money according to his financial contribution ; the member collect their money lottery system in turn every member of the group take his own share ;which is already contribute it.

Iddirr : it is an association that established among the local community with the purpose of to help each other in the time of condolence ; if any one among the members death accident happen for burial ceremony; the help is financially & also with physical labor.

Keble: local administrative unite lower to woreda ;it consist five or more than more than villages; but it depends it may more or less.

Mahiber: it is local word which means monthly gathering fest that established a group local community ;it perform in turn in the house of each members of the group .Members of one group should be the same sex either a group of women or group of men; not like Ekube

Woreda: is an Amharic word which is equivalent to the term district. it is the term a administrative structure.

Zone : is the same to administrative structure which is lower to regional states higher to woreda; which is mostly establish cities which have relatively standard infrastructure facilities, social service institutions.

Emawerra:-local word it means the Mather of the children in the household

Abawerra:-local word it means the father of the children in the household

Ande:_ is an Amharic word it means one

Hulett :- is an Amharic word it means two

Sosett:- is an Amharic word it means three

Aratt:- is an Amharic word it means four

Amsett :- is an Amharic word it means five

Mender:- is an Amharic word it means village

kochie,kejima, chefe , shabe:_ all these words are the local name of those selected sample villages

X.

Abbreviation

Fig.	Figure
Fm.	Short wave frequency
Sl.No.	Serial Number
P.	Page.
Vol.	Volume
E.g.	Example
B/c	Because
Dr.	Doctor

Abstract

This study conducted on radio accessibility to rural women; with a particular reference of southern part of Ethiopia the place called “Jolie”. with specific place “Jolie Ande” The areal size of the place was 800 hector; the number of population 3,725 at household levels 724; the community life was majorly based on agriculture. Their first & mainly spoken language was guragegna. In developing countries like Ethiopia media has indispensable role for community mobilization & participation for development. To this end media is expected to be accessible to different level of the society especially for rural women because they were the one among those denied media access. The study need to carry out with the assumption that, radio can play a key role to information & knowledge empowerment to rural women for life betterment. The reason why this area was selected was just because the place was categorized among the rural area, which was the researcher familiarity with.

The main objective of the study was to assess how far radio was accessible to rural women for information & knowledge empowerment & also, to assess rural women trend using radio as information & knowledge source.

Both qualitative & quantitative methods were used; the data were gathered through mainly questionnaires and also interview. In the study area, Among 724 households; 75 households were sampled; using multistage sampling technique, the data was analyzed by use of descriptive statistics.

The study examined that accessibility of radio to rural women; In the study area there was no community radio, which was commonly recommended for rural community; the only radio that had regular coverage on the area was Ethiopia radio national service; though in that service there was no program or air time that broadcasted by Guragegna (local) language, since in that woreda majority of the community their first& mainly spoken language was Guragegna. The study result shows that rural women had information need & also interested to get information about their own affairs as well as current issues &news but their trend to use radio as information & knowledge source was poor as the data result shows the major reason for that lack of time, but radio program content & approach had its own contribution.

Among the programs those were aired in Amharic language, there was women targeted program, that broadcasted at late in the morning, but most of the rural women respondents reported that their convenient time to listen radio was at late in the evening; not only that the program approach itself not considered rural women ground realities; the program was not rural women targeted program rather general for all women, for all those who could listen Amharic language in the country.

All the stakeholders also believed that radio is the best alternative to the rural women information & knowledge empowerment; Regarding radio accessibility to rural women, almost all of the them agreed that it was not accessible as expected;

XIII.

the reasons were, not expansion of community radio ,national radio broadcasters couldn't address rural women issues as it should be; because of language diversification ,geographical barriers ,and those broadcasted programs were not targeted in approach rural women ground realities & inconvenient of broadcasting time program.

As a result radio accessibility to rural women was still in questioned at least in the study area & like.

Therefore radio to be accessible to rural women for information & knowledge empowerment; the study recommended that community radio should be expand, the national radio broadcast services should improve their accessibility to rural women by considering its geographical coverage, content & approach; it also need to work on the area, in providing simple innovative technology that could help them to reduce their workload and to get spare time.

Chapter One

I. Introduction

1.1. Background

Media has power to influence people positively or negatively with immediate impact; commonly said, it is the fourth power of the state next to legislative, executive & judiciary.

Mass media, especially radio, can be used as a creative, practical and cost-efficient vehicle to bring education within reach of the rural poor, and to simultaneously promote the empowerment of women and strengthen community development (FAO, 1999).

Radio is better alternative to inform, educate, enlighten, and entertain to rural people (Dr. G. Balasubramania, 2011).

Radio is still the most powerful, and yet the cheapest, mass medium for reaching large numbers of people in isolated areas. Even the remotest villages have access to rural radio, which builds on the oral tradition of rural populations (The International Information & Library Review, 1997).

Although men own the majority of radio receivers, women can listen to programmers at home in the evenings when the main chores of the day are finished. Messages on new agriculture production ideas and techniques as well as on health, nutrition, family planning and other social & cultural issues; it can promote dialogue and debate on the major issues of rural development as well as providing a platform for expression of rural

women's needs opinion and aspirations. Radio is an important tool for the rapid diffusion of important.

Radio enables women to voice their concerns and speak about their aspirations with external partners such as national policy-makers and development planners (The International Information & Library Review, 1997).

In Ethiopia broadcast media particularly radio was first established in 1935, the time coincided with Italian invasion; at that time they expanded the radio service for dissemination of their propaganda; gradually radio transmitter facilities and programs were expanded (Ethiopia Mass media profile 2006).

According to Ethiopia mass media profile, normal and regular radio broadcasting began in 1941; at that time simply it was a daily news bulletin, music and government announcements with a total power of 10kw; prepared four hour program per day from a single impoverished studio.

In 1966 for 18 hours broadcast with nine languages; in early 1970 its broadcast was reaching an audience of approximately five million or 20% of the total population; the number of receivers in use were estimated 500,000 (Population Media Center, 2006).

According to the Ethiopian Broadcast Authority; currently Ethiopia has one national & nine FM government/public radio, in commercial sector two national, five FM radio & sixteen community FM radio (EBA, 2013).

Ethiopia is a country with its population about 73,750,932; Out of the total population of the country, a very large proportion (83.9%) lives in the rural areas and 16.1% are urban dwellers. The male/female proportion of the population is almost the same with a total number of (50.5%) male and (49.5%) females” (Federal Democratic Republic of Ethiopia; Central Statics Agency 2007).

Ethiopia is working hard to alleviate poverty; even if Ethiopia is still listed among poor country, & plan being among the middle income countries with in two decades time. To push forward on this base, the government set a short, middle & long term plan; Five years growth & development plan Federal Democratic Republic of Ethiopia; Growth& Transformation Plan is the one. To achieve these goals women especially rural women are one of the key actors.

The reason that the study focus on rural women, is just because majority of Ethiopian women live in the rural area; Not only that the rural women also the one that play a key role in supporting their households and communities in achieving food & nutrition security, generating income, improving rural livelihoods and overall well-being; they contribute to agriculture, rural enterprises and local and global economies.

Also they are active players in achieving the MDGs. Yet every day around the world, rural women and girls face persistent structural constraint that prevent them from fully enjoying their human rights and hamper their efforts to improve their lives as well as those others around them(Women Watch home page).

Women empowerment is needed around the world to narrow the gender gap; for this purpose different international convention & agreement established among the states. Among them the Fourth World Conference on Women in Beijing-China in 1995 is the one; on this conference governments reviewed women's situation and adopted a global platform for action to accelerate progress towards gender equality (FDRE MoWCYA, 2012).

The Federal Democratic Republic of Ethiopia (FDRE) has declared to show its commitment to gender equality with the announcement of the National Policy on Women in 1993 by incorporating of gender issues in different national policies.

Following the Beijing conference of 1995, Ethiopia had identified seven priority areas that need to be tackled in order to ensure gender-equitable development. Accordingly, focused its attention on these critical areas by prioritizing as follows poverty reduction by economic empowerment; education, health, human right sexual violence, decision making, women& environment, institutional mechanism for the advancement of women (FRDE ,MoWCYA, 2012).

The main objectives for gender development during the GTP plan period also to ensure women's active participation in the country's economic and social development as well as political processes and equal benefits to women from the resultant out comes. In addition, harmful traditional practices that adversely affect the active engagement and welfare of women will be abolished (FRDE, GTP 2010/2011).

Government's interest and commitment backed by setting goal with its implementation strategies to empower women through different actors. The first key actor is women themselves; that should begin with by mobilizing women and creating awareness about the plan with its implementation strategies concerning them, through information & imparting knowledge.

Information plays an important role in almost every human activity. Information dissemination and accessibility have reduced the world to a global village.

Africa, like the rest of the world, is experiencing change in all aspects of life; from basic cultural values to technology, which has changed not only the mode of communication, but the concept of time (Abraham, 2009).

If the rural women don't have information & knowledge, even their own affairs, how could they have active role for policy implementation?

There is a commonly saying, if you think knowledge is unimportant, try ignorance. State of not knowing is one which is not desirable for anyone and is more devastating when a woman does not know. This because she is most likely to transfer this ignorance to her offspring and then there results more ignorant women and men (Adetoun, 2012).

women to contribute their own part , they should be well informed & knowledge should be imparted; for this purpose broadcast media especially radio is crosscutting medium;

In the area of broadcast media Ethiopian government set the strategic direction to be pursued in broadcasting of information for the citizen are to increase media broadcasts in type, number ,quality and language, to increase geographic coverage ,and put in place a

regulatory framework for media broadcast(Federal Democratic Republic of Ethiopia ,Growth & Transformation Plan (FRDE ,GTP 2010/2011).

Constitutionally the authorized body to regulate broadcast media is Ethiopian Broadcast Authority; its vision is to see diversified, accessible and responsible mass media being expanded throughout the country (EBA, 2013).

Media coverage in the country is generally at lower level. Many Communities do not receive satisfactory media service, for this reason, the governments mainly focus on improving accessibility and diversity of media service. The implementation strategy is to expand and increase media in number, kind and transmission coverage and to ensure the widest possible public benefit from media broadcasts (GTP 2010/2011).

The government of Ethiopia also views radio as the most important mass medium; it reaches a much larger part of the population. It is relatively affordable compared to television is cheap & fast easy to operation regardless of literacy.

Ethiopian population is predominantly illiterate; 46.8% of the total Ethiopian population is literate with a large discrepancy between rural and urban residents. Literacy rates in rural areas are about two times lower than that of urban areas (39.5 % against 78.0 %) (CSA, 2012).

In Ethiopian constitutionally enforced that everybody have the right to get information. Also under Freedom of Mass Media &Access to Information proclamation No. 590/2008; Part 3 under the title of Access to information article 12 ,it says “all person have the right

to access, receive ,and impart information held by bodies subjects...”it includes mass media.

Even if, in Ethiopia most of rural people especially rural women are illiterate, they have the right to Access to Information. The issue is how can access the information for the rural mass? To access information for the rural mass, radio is more preferable;

People those are illiterate & leave rural remote area to access information community radio is more preferable in Ethiopia context; on this direction the Authority working towards by licensing the community radio those who demand (EBA,2013).

If we believe to empower rural women, with information & knowledge radio is important instrument or medium; it should be accessible to them.

This is the main focus of this study, to assess the accessibility of radio media for rural women for information & knowledge empowerment.

1.2. Statement of the problem

Radio accessible might be, consider broadcasting service coverage of the area, language, content relatedness with their target audience, approach or format, conduciveness of broadcasting date &time of the program for target audience, participation of the rural women.

It is known that media has dynamic nature & its impact also beyond imagination. Media plays a very important role as a source of information, education and enlightenment (Role of media in the society).

Also the role of media is empowering public through information in different issues. With this great impact, the rural people, especially rural women poor tend to exploit media for information & knowledge empowerment. The reason may be lack of access or lack of awareness its importance for their life; even policy makers or policy implementers doesn't exploit the radio media as instrument to address rural women issues.

The studies assess how far rural women accessed radio media, & also to assess what look like rural women trends using radio media as information & knowledge source.

1.3. Research questions

- ❖ How far accessible radio media for rural women?
- ❖ What looks rural women trend using radio as information source?
- ❖ Are rural women informed, learnt about their affair through radio media?
- ❖ What are challenges & way outs radio media accessibility to information& knowledge empowerment of rural women?

1.4. Objective of the study

1.4.1 General objective

- ❖ To assess how far radio media accessible to rural women for information & knowledge empowerment.
- ❖ To assess how far rural women used radio media as information & knowledge source.
- ❖ By identify the problem of radio media accessibility to rural women, shows the way out & recommend the action or steps that should take place based on the research findings.

1.4.2. Specific objectives

- ❖ To assess the number of households who have radio set access.
- ❖ To assess the accessibility of radio media women focused broadcasting program regarding date& time.
- ❖ To assess the accessibility of the radio set place.
- ❖ To assess the accessibility of radio media program in its content& approach.
- ❖ To assess the magnitude of radio media serve as information & knowledge empowerment to rural women.
- ❖ To assess rural women radio media listening culture.
- ❖ To assess whether the rural women have other alternatives, that prefer as information & knowledge source.
- ❖ To identify the challenges of radio media accessibility to rural women.
- ❖ To assess suggested recommendation to crossover the challenges of radio media accessibility to rural women.

1.5. Significant of the study

In Ethiopia context empowering women particularly rural women is not mere an issue of equalities only rather poverty reduction & assuring sustainable development. Empowerment should begin with information access, awareness creation & knowledge impartation even their own issues; this should be the base line.

Media is one of the instrument to fasten development activities by contribute its own portion through informing, educate, persuade, mobilizing the whole public.

This study output beyond its academic benefits ,it can shows new direction of plan, re strategies of their implementation or alternatives to intervene more on the area; for policy makers, implementer's, stakeholders particularly for those concerned body like Ethiopia Broadcast Authority, Ministry of Women ,Child & Youth Affairs, Radio Broadcasters & Ministry of Communication & Information.

On the line of findings & recommendation, if positive action is taken by the concerned body, the rural women are the first & the most benefitted from the study output. The finding may serve as an input for further research on the area.

1.6. Scope of the study

This study focuses only radio media broadcast services under the mandate of Ethiopian Broadcast Authority, accessibility for information & knowledge empowerment of rural women, & accessibility radio program for rural women on their own affairs & also convenience of broadcasting date & time.

1.7. Limitation of the study

This study limited number of sample respondent because of time & cost constraint, may not show real picture of the realities, even if the sample respondent who are selected is households who have radio only, those neighbours who have television in their home might share information with those who haven't, because in rural area there is a trend women sharing information at coffee ceremony; this might affect the data in somehow.

Chapter Two

2.1. Operational Word concept

2.1.1. Radio

Radio came into the world just as the 20th c; was approaching modes of travel were speeding up, business was diversifying, and international commerce was becoming a reality (Dane, 1983).

Radio is no respecter of territorial limits. Its signal clear mountain barriers and cross ocean deeps. Radio can bring together those separate by geography or nationalities.

Radio speed up the dissemination of information so that everyone the leaders knows of the same event the same political ideas; declaration or threat .If knowledge is power radio gives power to us all whether we exercise authority or not (Robert,1999).

It act as a multiple of change, speeding up the process of informing a population and heightened, and awareness of the key issues, it provide information about jobs, goods ,and services and also help to shape markets by providing incentive for reaching and spending, it enables individuals and groups to speak to each other, developing and awareness of common membership of the society ,it mobilize public and private resources for personal or community end, particularly in emergency(Robert, 1999).

According to Dr. G.Balasu bramania Raja India has a rich tradition of the use of radio for non-formal education program, rural development and also for providing various types of learning opportunities and information to their people. Many countries including China, Australia, Canada, Italy, Nigeria and Pakistan have reported using radio successfully in

reaching 'hard to reach' rural audiences quickly and quite inexpensively (Dr.G.Balasu, 2011).

Throughout Sierra Leone, radio has been a primary means of mobilizing and educating women about their rights as well as sensitizing men and government officials to issues such as gender based violence and women's equality. Radio is also being used as an empowerment tool; It is important to note that radio in Africa, in addition to being the primary means of communication and information, often serves a community building and organizing function (Rachel, 2005).

Radio is widely available & has great potential in dissemination of developmental information in rural area; not only that the cheapest mass medium which can be afford by rural people (communication & extension, mogul 1).

Radio is still the most accessible of the mass media, especially for the rural people in Africa (PANOS Southern Africa, 2003).

2.1.2. Ethiopian Radio

Radio is a friendly mass medium to use and in reaching people as a communicator especially in countries like Ethiopia, where most of the people are too poor to buy modern electronic media and illiterate to read newspapers, the best alternative is radio. Radio transmission in Ethiopia has not covered the entire country yet. Not only that, even though there are more than 70 spoken languages within the country; but the total languages used in broadcast media not more than eight languages. On this ground reaching the entire people and access contents that could be locally relevant and useful to the different communities would be doubtful. To crossover these challenges and develop participatory communication, the establishment of community radio in different parts of the country is of paramount importance (Mathewos, 2010).

The broadcasting sector in Ethiopia has broadly three different kinds of broadcasters:

1) Publicly funded television and radio services owned by national and regional mass media agencies 2) private sector radio stations; and 3) community broadcasters (Ethiopia media mapping 2011).

The government views radio as the most important mass medium in a large country like Ethiopia. Radio is strategic importance is also, some suspect, the reason behind the government's reluctance to allow private radio stations.

According to the Ethiopian Broadcast Authority; currently Ethiopia has one national & nine FM government/public radio, in commercial sector two national, five FM radio & sixteen community FM radio (EBA, 2013).

Ethiopian Radio launched its regular in 1935. The National Radio's current transmission coverage is 86 % (ERTA, 2011).

Radio Ethiopia operate for 76 years estimated catchment area 45million 2000Km-3000km radius reception coverage .Radio Fana operate for 15 years estimate population catchment area 30 million with 1000km.reception coverage(Ethiopia Media Mapping 2011).

The reason that need mentioning here radio Ethiopia & radio Fana broadcast service is, both of them have operate at national level; even if there are other broadcasters ,who have license to broadcast at national level but operationally not yet at national level.

2.1.3. Empowerment

Empowerment is the process and the result of the process whereby the powerless or less powerful members of the society gain greater access and control over material and knowledge, resources challenges and ideologies of discrimination and subordination and transformation the institutions and structures through which unequal access and control over resources is sustained and perpetuated (Batliwa, 1995). Empowerment theory, research & intervention link individual wellbeing with the larger social and political environment .Theoretically, construct connect mental health to mutual help and the struggle to create a responsive community. It pushes us to think interims of wellness versus illness, competency versus deficits and strength verses weakness; Empowerment also suggest that participation with others to achieve goals, efforts to gain access to resources and some critical understanding of the socio political environment are basic components of the construct; applying this at community level (Douglas, 1995).

2.1.4. Rural Women

Although women empowerment has increased around the world, especially in developing countries, rural women still face obstacles getting access to some of the most basic recourses and services, like healthcare, education, equal employment and social protection. Rural women are often working long days under harsh circumstances, making up 43 percent of the agricultural work force worldwide, and in some countries as much as 70 percent. While working equal or longer hours than their male counterparts, women also take up the responsibility for the household, including caring for children, elderly and the disabled, since care facilities in rural regions are often lacking (Shari, 2012).

Rural women play a key role in supporting their households and communities in achieving food and nutrition security, generating income, and improving rural livelihoods and overall well-being. They contribute to agriculture and rural enterprises and fuel local and global economies. As such, they are active players in achieving the MDGs. Yet, every day, around the world, rural women and girls face persistent structural constraints that prevent them from fully enjoying their human rights and hamper their efforts to improve their lives as well as those of others around them. In this sense, they are also an important target group for the MDGs (Women Watch).

2.1.5. Ethiopian Women

In Ethiopia, women are still under-represented when it comes to making decisions about the management of resources – water and land – that are essential to livelihoods. Reaching women and mobilizing them to participate in development initiatives is always a challenge. As a result of multiple cultural restrictions and also simple logistics, women are either not allowed or not available to participate in this kind of initiative, being otherwise engaged with their household and livelihood tasks; but with the project's help, things are changing positively.

There have been few studies concerning women in Ethiopia, but many observers have commented on the physical hardship that Ethiopian women experience throughout their lives. Female genital mutilation is also practiced by many of the ethnic groups. Ethiopian women traditionally have suffered socio cultural and economic discrimination and have had fewer opportunities than men for personal growth, education, and employment (Ephraim, 2007).

2.1.5.1 Ethiopian Rural Women

Like many developing country Ethiopian women also experience hardship for many decades. Ethiopian women traditionally have suffered socio cultural and economic discrimination and have had fewer opportunities than men for personal growth, education, and employment. Even the civil code affirmed the woman's inferior position, and such rights as ownership of property and inheritance varied from one ethnic group to another (MoWCYA, 2012).

Over 85 percent of Ethiopian women reside in rural areas, where peasant families are engaged primarily in subsistence agriculture. Rural women are integrated into the rural economy, which is basically labor intensive and which exacts a heavy physical toll on all, including children (MoWCYA, 2012).

In Ethiopian women transformation & development package framework, regarding rural women identify four broad area that should be tackled; those are economic; women being land ownership ,social; increase women participation in education & political; empowering women in decision making .The package is still working paper (Women transformation &development package2006).

Under Ministry of women, children & youth Affairs there is mobilization & awareness creation directorate; its major objective is mobilizing & awareness creation about women& youth to society ,women & youth themselves & also a partners; to be well informed & aware of it & able to contribute for development & transformation.

To continue mobilization & participation of women & youth, its strategy is to work with integrated with sectors & mass media organizations (Elefenesh, 2013).

The information I got from the Ministry of women, children & youth affairs on the area of mobilization & awareness creation other than print media on the area of broadcast media there is two weekly radio programs with Fana Broadcasting Corporate & also a weekly radio program with Ethiopian radio which are sponsored by the ministry.

Government of Ethiopia takes initiative to ensure women's active participation in the country's economic and social development and as well share equal benefits from the result of the outcomes; the government gender development strategy is the main objective. To abolish traditional harmful practices those adversely affect the active engagement and welfare of women (GTP, 2010/11-2014/15).

Its target is to increase the number of women who are economically empowered, reduce harmful traditional practice & to increase their participation in decision making. To meet its target three key implementation strategies framed the first one is; strength women association and organization; second create conducive environment for women to be more active participant and benefit from development and good governance program; the last but not least strategy is coordination among the association & organization (GTP (2010/11-2014/15).

My study might alien with the second implementation strategy which is creating conducive environment for women to be active participant in all direction; rural women to be active participant, mobilization, awareness creation should be base line. Media as a tool for rural development can contribute great to attain development initiatives by

creating awareness and improving participation of the main actors & stakeholders (Deressa, 2012).

The key instrument for this is broadcast media especially radio with mass & immediate effect.

Information remains a very crucial commodity for any person or groups of persons and its use in making decisions has been noted. Access to information (ATI) for women is often limited due to cultural, religious and sometimes sociological factors (ADF, 2008).

The informed minds of the people of Africa are its greatest wealth. Yet too little has been done to understand the role played by information as the basis of development plans, and create suitable mass media models (Strengthening Africa's Media, 2006).

2.2. Literature Review

The researcher's done their own observation to find out to what is done be four on the area of study. The researcher has gone through local library and also search through internet & found out related thesis ;even if those are not directly talk about radio accessibilities; they indirectly related with my study topics; like challenges of media covering rural development issues in Ethiopia, The use of radio to reach Remote Audiences the case of the Janamoka, communication strategies for rural development in four organization, in Amahara region, Access and utilization of development communication by rural women in case of Ambasel woreda, Information needs, sources ,and information seeking behavior of rural women in Badagry, Radio listening and televiewing behavior of rural women; Women's Radio Listening behavior in Rural Samangan , all the above mentioned research titles findings as follows.

2.2.1. Local Studies Literature Review

Biruk, Anley in his Master these titled “state media challenges of covering rural development issues in Ethiopia ;in case of Ethiopia radio,” research output shows that Ethiopia radio is biased against rural event and stories coverage, weak structure of the rural program and shortage of in job training have been founded as a major internal challenges in line with covering rural issues, the number of reporter who works on rural program very limited also didn’t get regular training on the affair &difficulties of journalist staying more than a day on the remote are with no access of infrastructure (Biruk, 2011).

Ephraim Melaku his master theses titled with “The use of radio to reach Remote Audiences the case of the Janamoka Radio project” in his research finding shows Janamoka members have not enjoyed community ownership with radio project yet neither directly participate in program production process; however the fact that radio airs programs that deal with specific issues which directly address the audience is a valuable practice(Ephraim, 2007).

Melaku Menegesh the research titled with “Access and utilization of development communication by rural women in case of Ambasel woreda” his findings tell us rural women lacks information which reflect the well being of the society as a whole; He recommend that to address the existing gap interims of access to development information level knowledge &skill leading passive performance among rural women prepare especial program intensive training to be design (Melaku, 2010).

Seidu Eshet Gebeyehu; titled with “communication strategies for awareness creation comparative analysis four organization working environment the study found out that;

mass media is in a regular basis and uses the most effective outlet especially radio ;and thus has a better chance of involving a large audience; but the organizations doesn't employ appropriate communication strategies (Seidu, 2010).

A case study that was carried out for fulfillment of master degree in Oromia regional state of Ethiopia in rural area at woreda level; with the title "Challenges of Rural Women Empowerment" in the study assessment regarding information access to rural women only 13.8% had electronic media access 86.2 of them had low access to any type of media or information; interims of information source 79.2% of them used radio as a source of information followed by television 12.5% (wokitole, 2013).

2.2.3. International or Regional Studies Literature review

Sarah Kamal titled With Women's Radio Listening in Rural Samangan, Afghanistan her research findings do strongly suggest that current radio programming is not as effective as it could be in reaching rural women. The efforts of media organizations have been positive from many standpoints. However, they have also shown an unfortunate lack of accountability to their audience in some respects. It is very important that media organizations work more on the area of feedback mechanisms and audience reception studies. In her suggestion significant numbers of rural women are cut off from the discourses and engagements of their society. The recommendations regarding to improve radio's accessibility for rural women to have access to radio programming and feel greater ownership of the radio set, it would be advisable to have radio distributions for women in rural communities. It may encourage women to control the radio set more than they do at present, as it will be theirs in name. Simple, easy to digest, and inclusive messages could be aired around 8:00-9:00pm. An immediate and easy way to encourage rural women's radio listening is to use proper grammar, but simple, everyday words.

should be better coordination between the media NGOs and the government, not for radio stations to be ministry mouthpieces, but to enable communication flow. Messages are a priority to support the shift from short-term war/poverty/survival mentalities to longer-term disarmament and reconstruction (Sarah, 2004).

Ukachi, Ngozi Blessing The research study titled with “Information needs, sources ,and information seeking behavior of rural women in Badagry” shown that the rural women are not provided with adequate relevant information as well as sources of information that can affect their lives better. The importance of information as supportive input for rural development is yet to be recognized in Badagry, Lagos state. The rural women also require information for their enlightenment, entertainment, security, self-help, self-reliance etc is not given the attention it requires. The local government has not been forthcoming in enlightening and providing relevant information to the rural women.

Its recommendation is Library should commence collaboration with media houses and other government information agencies to package and disseminate information to the various groups of women in the rural areas. Community outreach programmers should equally be organized and used to disseminate information that would aid the socio-economic, political and general enlightenment of the rural women among the recommendation list (Ukachi,2001).

Geeta Malagar with her theses titled with “Radio listening and televiewing behavior of rural women” major findings on her study; she listed her findings regarding rural women radio listening behaviors ;I mentioned here only few those more relevant with this study .

Radio programs, those preferred by rural women are like farm, home, community ,news, entertainment & others informative programs.

Most of the rural women a program which is broadcast at noon hour can't listen it; because at that time their pick hour for households activities; which are purely informational and educational in nature. To listened radio attentively lack of leisure time was their challenge. Based on her findings, she put its implication in this way; most of rural women, radio listen for the purpose of entertainment, as she said, it shows strengthening the educative and informative functions of electronic media. The program producer should take attention program broadcasting hour considering their target audience.

Because majority of rural women at noon hours; they are busy in their household activities; difficult to listen attentively; programs which broadcast during noon hours especially purely informational and educational in nature (GEETA, 2007).

The literature and the studies that reviewed here is shows that relatively radio is the speedy information, cheap & easy for production & broadcast; accessible even for rural remote area even regardless literacy which is the significant number of rural people are illiterate. The challenge is in practice its accessibilities to the rural people especially the rural women; the above mentioned local or international studies reviews directly or indirectly mention this challenge.

Chapter Three

3. Research Methodology

It is commonly said that research methodology is the blue print of the research architect. The main focus of this study was radio access to rural women for information & knowledge empowerment. This chapter attempted to explain & apply different methods and procedures in order to enable the researcher to answer the research problems in question.

3.1 Research design

In this research quantitative & qualitative data gathering approaches were followed. Quantitative research defines formal, objective systematic process to describe & test relationship and exam cause & effect interaction among variables. Quantitative data numerical values were assigned to characteristic or properties of objects or event according to logically accepted rule. Qualitative research method used to evaluate behavior, attitude character and like that didn't measure in numerical system (Research development, mogul4). Most of the data required for the study was gathered in quantitative form.

3.2. Data Sources (Subjects) of the research

The study was confined radio broadcast services in the country. Appropriate data to conduct the study was obtained from primary & secondary sources. These were sample respondents of rural women, which was the principal data source to the study; the main question of the study answer were mostly based on this source; the other sources was Ethiopian Broadcast Authority, which is an Authorized body to license & regulate broadcast media throughout the country; National radio broadcasters ,these are service

operators their duties are broadcasting different information including rural women issues; Ministry of Women, Children & Youth Affairs, which is an authorized body to implement policy especially women's issue; Radio program producers, who produce women focused radio program were among the lists of primary data source; women targeted radio programs also taken as another supportive data source; document like GTP plan, magazine, newspapers, brusher and websites those directly related to the study & had essential information used as a secondary data source.

3.3. Description of study area

The study was conducted in the southern part of Ethiopia, Guragie Zone ,at Butajira zonal woreda the in "Jolie" It is 120km from Addis Ababa; Under Jolie woreda there were three Keble called Jolie Ande(kebele 01),Jolie Hulett (Keble 02),Jolie Sosest (Keble 03).

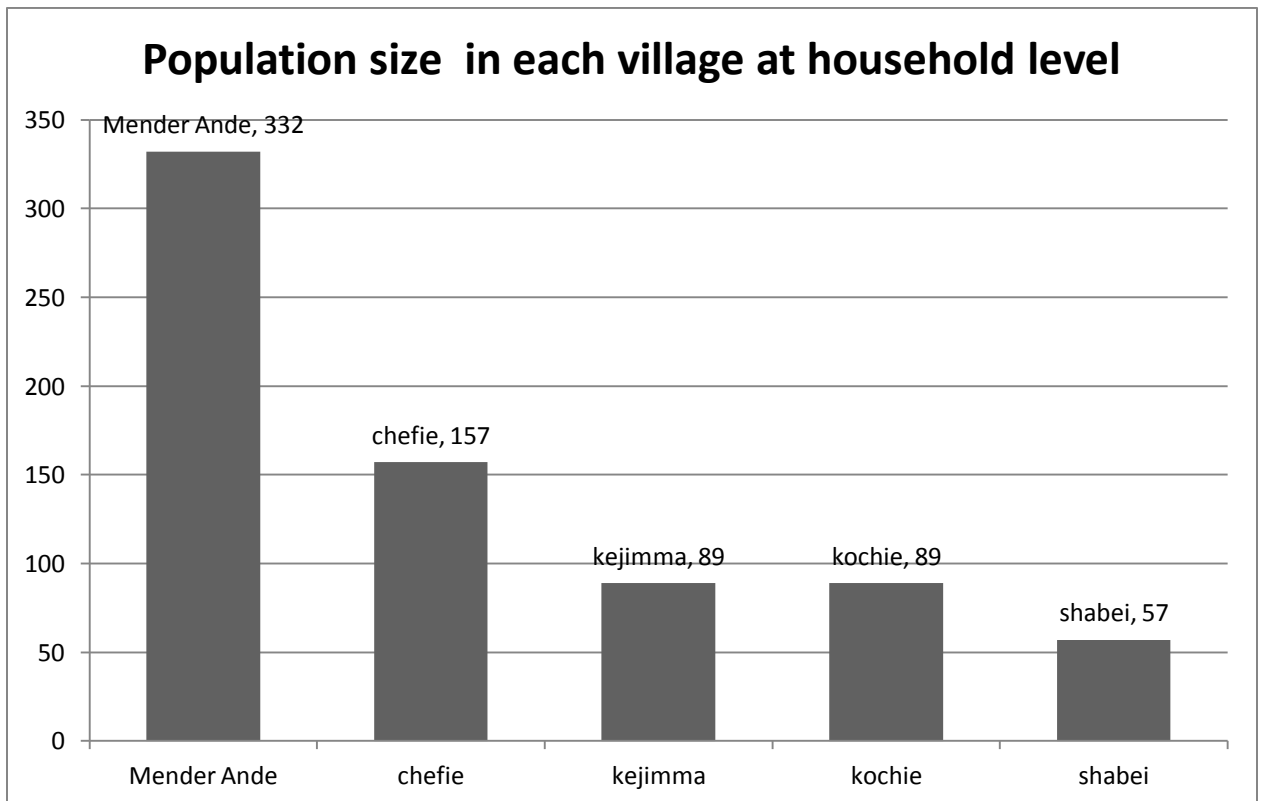
For this study area randomly pick one among those Kebles' the name called "Jolie Ande"(Keble o1); because of the convenience and limited resources like time& , money and energy; its areal size was 800 hectare with number of population 3,725; among these 1815 were which means around 48.7%. In the household level 188 house hold headed by women called "Emawerra" & 536 household headed by men called "Abawerra". The community life was based on agriculture. First & mainly spoken language was guragiegna. The reason why this area is selected is just because the place is categorize among the rural area, which the researcher familiarity with.

3.4 Sampling Frame

Under Jolie Ande there were five villages namely Mender Ande, kochie, kejimma, chiefie, shabe. A purposive random sampling procedure was used for selection of respondents.

Criteria for sample were as follows, women who were age 18 years & above, women currently not school attendant, woman in a household regardless of race or religion. A total number of 724 Population size at household level; 75 households taken as a sample size. Since the numbers of villages were five, logically considered 25 respondents from each village; but the population size of each village were not the same; as a result the sample representation differs as accordingly the size of population.

Fig.1 Population size Jolie Ande and in each village at household level



Source: Jolie Ande woreda officials.

Table1. Study sampling design

Keble	S.I.N O	Village (Menedre)	Population In household level	Sample
Jolie Ande (Keble 01) Number of population 3725 (724 at household level)	1	Mender Ande	332	35
	2	Mender Hulett/chefie/	157	16
	3	Mender Sosett/kejima/	89	9
	4	Mender Aratt/kochie/	89	9
	5	Mender Amesett/shabei)	57	6
	Total number of population in the household level		724	75
			100%	100%

Source: Jolie Ande woreda officials

3.5. Data Collection Tools

This study mainly based on first hand information; Keeping in view the objectives and the variables under study, data was collected both in quantitative & qualitative ways; through questionnaires, interview field observation & documents.

3.5.1. Questionnaire

Questionnaire is a popular means of collecting different kinds of data in research; even widely used in rural development research to gather information about certain condition and practice and to analyze individuals or group opinion (Research Methods, mogul 3).

Questionnaire was prepared & pre-tested to identify ambiguities in the questions; based on the experience gained during pre-testing and suggestions that given, necessary corrections and modifications were done; especially to ensure that the instructions and questions were clear and simple.

Data was collected with the aid of questionnaire to evaluate the rural women how far radio was accessible to them & their interest on it through their opinion & views by using closed & open type of questions.

When the researcher prefer to questionnaire is because of the following reason

- ❖ They ensured a high response rate as the questionnaire were distributed to respondents to complete and were collected personally by the researcher.
- ❖ It requires less time & energy to administer.

There was less opportunity for bias as they were presented in a consistent manner; but it doesn't mean it is absolute; it has its own weakness. E.g. it doesn't allow the subjects to reflect their true opinion, view; Valuable information might be missed b/c usually the answer is short or brief. It can't use it for illiterate without the help of someone.

Five different questionnaires with the same structure were used to collect the data; which includes both closed & open type of questions, those questionnaires targeted for rural women, Ethiopian Broadcast Authority, Radio Broadcasters, Ministry of Women, Children & Youth Affairs, radio program producers, according to their duties & responsibilities.

3.5.2. Interview

Unstructured interview way used; without preparing pre determined question, just asking question to get depth information & practice on the issue; on ground realities which need further clarification; interview one health & two farm extension officers. They were mandated to gave & also had substantial information about “Jolie Ande” women; overall situation & related with information access their trend of radio listening in the ground.

3.5.3. Documents

Journal, Growth & Transformation Plan (2010/11-2014/15), official documents brushes were used.

3.5.4. Observation

Observation, non participant & unstructured or direct observation.

3.5.5. Sample selected Radio program

From Ethiopian radio & radio Fana national services; based on systematic random sampling methods; 24 sample programs collected, 12 programs from each broadcast services, those were broadcasted within six month range (November 2013-April 2013).

These were overall information about the programs; from Ethiopia Radio national service a program named by “Yesetoch Medrek” which was aired every Saturday at 4:00 in the morning local time for 40 minutes long ;also in Radio Fana national service weekly program named by “Elefenesh” every Thursday evening at 12:45 local time aired for 15 minutes long; Accordingly two programs per month were selected with fifteen days interval; that means 12 programs from each broadcast services; over all 24 programs was selected & listened; and no critical analysis is done due to researcher time limitation; rather overall observation like the program theme /topic, who is participant (interviewee), the language approach, music selection, storytelling style or narration to see how far the broadcasters especially program producers consider rural women ground realities during their program production.

Chapter Four

4. Presentation of Findings and Data analysis

The study passed through different steps to address the basic research questions; the data that gathered from samples of Jolie woreda rural women, radio broadcast service license giver regulator & radio broadcast service provider/operator/practitioner or program producer's and other key informant's on the area; were presented and content analyzed. Presentation of findings was based on the basic questions of the research; that was radio accessibility to rural women, & the socio-economic environment radio to be accessible to rural women, rural women trend to listen radio, radio creditability given by rural women, government's commitment to access radio, its challenges & way outs of to access radio; accordingly the analysis and interpretation of the findings were presented as follows

4.1. Rural Women Sample Respondents' Data

Table2. Master Chart (Over all data gathered from of sample respondents of rural women)

Personal Background Information			
SI.No	Variables	Category	Respondent N(%)
1	Name of respondent		
2	Age	18-25years 26-30years 31-40years 41-50years 51&above	-- 22(29) 36(48) 17(23) --
3	Marital status	Married Single Divorce Widow	72(96) - - 3(4)
4	Educational status	Illiterate Dropped out 12 complete Certificate &above	56(75) 17(23) ----- 2(2)
Socio-economic situations of related Radio Access of Rural Women			
SI.NO	Variables	Category	Respondent N(%)
5	What is your first& second language spoken respectively	Guragegna ,Amharic Amharic ,Guragegna My first & second language is Guragegna	66(88) 7(9) 2(3)
6	Where did you spent most of your time throughout the day	Farm/field Market place Kitchen Grinding center At office	- 73(97) - 2(3)
7	From whom did you heard Current information &news	My children My husband My negnbours Keble From radio Not answer	7(9) 2(3) 9(12) - 54(72) 3(4)
8	Do you have radio?	Yes, I have No, I haven't	53(71) 22(29)

10	If your answer is; No, I haven't radio; why is that?	B/c. I thought not important to me. B/c. I don't have money to buy it. B/c I don't have time to listen radio. B/c I don't know how to operate radio.	2(9) 18(81) 2(9) --
11	If your answer is, yes ,I have; does it work?	Yes, it work No, It doesn't work	36(68) 17(32)
Socio-economic situations of related Radio Access of Rural Women			
SI.No	Variables	Category	Respondent N(%)
12	Where is the place of the radio set?	In the main room In the bedroom In the kitchen In the guest house Those not answer the question	50(94) -- -- -- 3(6)
13	If your radio works ;did you listen it clearly ?	Sound is clear Sometimes sound is not clear The sound is not clear Most of the time there is sound hash	31(86) 5(14) --
14	Who tune on the radio among the family?	Myself My children My husband My brother Anyone who leave in the house	8(15) -- -- 2(4) 43 (81)
15	Do you listen radio	Yes; I listen No; I didn't listen	60(80) 15(20)
16	If your answer is No; why?	b/c I am busy b/c I thought that it is not as such important me. b/c the language is difficult to understand.	13(87) 2(13) -
17	The radio set portability &operation does it consider your daily activities	Not comfortable No problem Comfortable	46(87) 7(13) -

18	Do you think number of radio listener's increase; if radio broadcasting language will be local (guragegna).	Yes indeed it doesn't make any change No; even it might decline	57(76) 18(24) --
19	If your answer is yes, I listen radio; where did you listen?	At home At Keble At negnbours If other mention	50(83) - 10(17) --
Socio-economic situations of related Radio Access of Rural Women			
SI.No	Variables	Category	Respondent N(%)
20	When did you listen radio?	Always early in the morning & late in the evening Always late in the evening Always early in the morning weekends early in the morning & late in the evening .	4(7) 54(90) -- 2(3)
21	Do you know what government plan for women?	I know nothing Partially I know Those not respond the question	45(60) 19(25) 11(15)
22	If you know partially please mention at least one	About Women's human right protection Not answered the question	13(68) 6(32)
23	Did you heard about rural women issues on the radio?	Yes; I heard No; I didn't heard	42(70) 18(30)
24	If your answer is Yes, about what did you listen regarding rural women?	About girls education ,family planning ,environment protection personal hygiene & reproductive health About Women's right violation About women success in microfinance& Small business women being benefited from her right. I heard about all of the above issues If others mention it	16(22) 3(4) 3(4) 19(25) ---

25	What is your suggestion on radio presentation about rural women issues	About their strength About her economic challenges About her human & democratic right If other mention it Those are not answer the question	5(7) 8(11) 33(44) 14(19) 15(20)
Socio-economic situations of related Radio Access of Rural Women			
SI.No	Variables	Category	Respondent N(%)
26	Among radio broadcasted programs which one is your preference?	News. Drama Music Program	60(80) -- 13(17) 2(3)
27	What did you benefited from listening radio	It help me to know about the countries current issues It helps me to have awareness in different dimension It helps me to have information & knowledge about my day to day life Mention if other	21(35) 36(60) 3(5) --
29	What are the solutions/way outs/ for radio to be accessible to rural women?	Radio set should be portable to rural women considering rural women day to day activities Should work on the area of awareness creation, with its importance of radio media to rural women even for their day to day life Radio program that target rural women should have a direct relation with rural women day to day life Radio program that target rural women should approach its language, proverbs, tone, music etc should show their real life in the ground. All the above should be considered.	2(3) 16(21) 2(3) 15(20) 28(37)

		If others mention it broadcast local language; reduce work load & awareness	12(16)
30	To develop radio listening culture of rural women what government or stake holders should do?	Give us awareness creation	30(40)
	Your suggestion or comment mention it	Provide the radio set in affordable cost	23(31)
		Government support us economically	7(9)
		Construct infrastructure	10(13)
		Support with new technology that Reduce our work load	5(7)

Source: field survey result

On the above table presented the overall data of sample respondents of rural women in the study area, the data includes personal background as well as rural women socio economic situation related with radio accessibilities; accordingly the data presented as follows one by one to be more illustrative.

4.1.1. Personal background information of rural women sample respondents

❖ Age category of sample respondents (N=75)

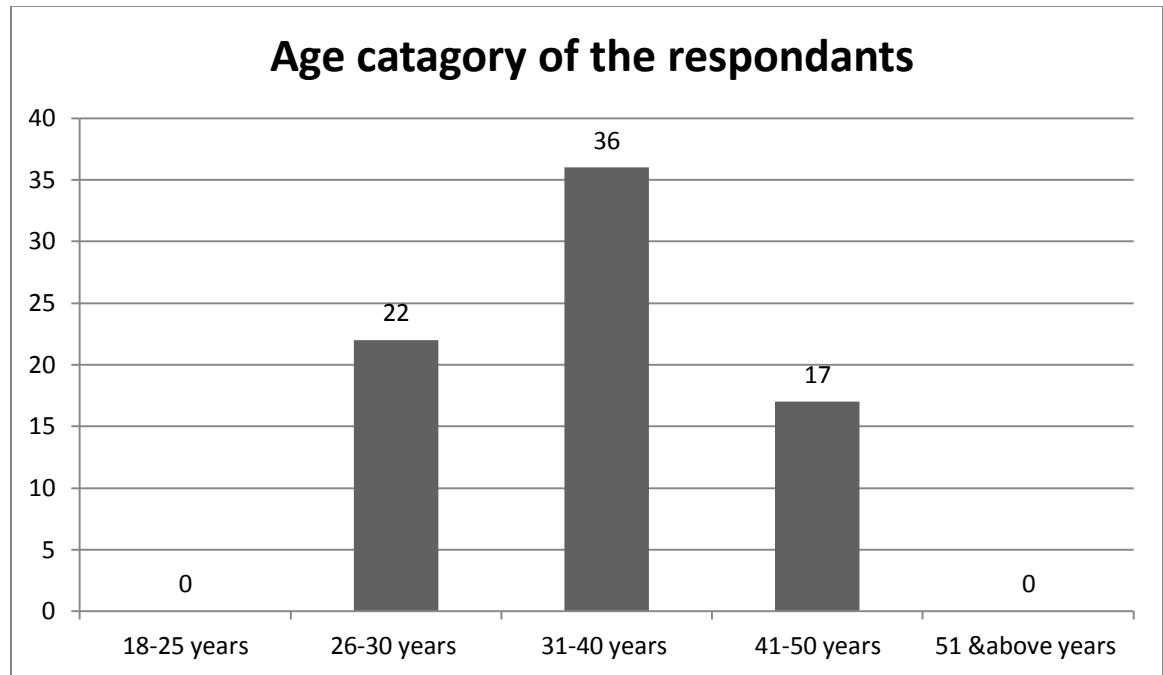


Fig.2. Age category of sample respondents. Source: field survey results.

Almost half of (48%) the respondents within the age range of 31-40; those who are in age range 26-30 are 29%, with in the age range 41-50 are 23%, no respondents below the age 26 & above 50 years.

Most of the respondents in the age range of 31-40 years; In this age range especially in rural area women were busy engaging different household activities; such as nurturing their child, feeding of their family, supporting their husband on farm activities; at this age also actively involved in different social duties like Iddir, Ekub, Maheber.

❖ Marital status of sample respondents (N=75).

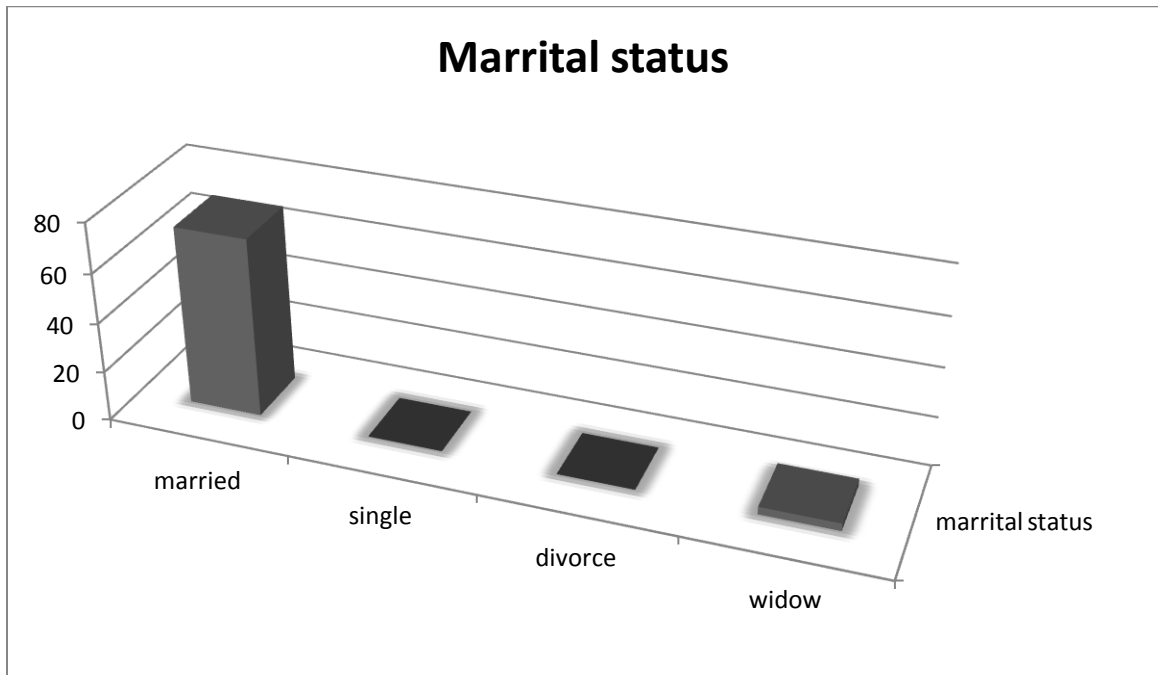


Fig. 3. Marrital status .

Source: field survey result

Marriage has great value & also honorable especially for women in rural community; the data shows that 96% of the respondents were married; only 3% were widows, those who were married all of them were housewives. They didn't have their own income they were economically dependent on their husbands. If the truth was this; she might denied her interest & instead obliged to leave for her husband.

❖ Educational Status of sample respondents (N=75)

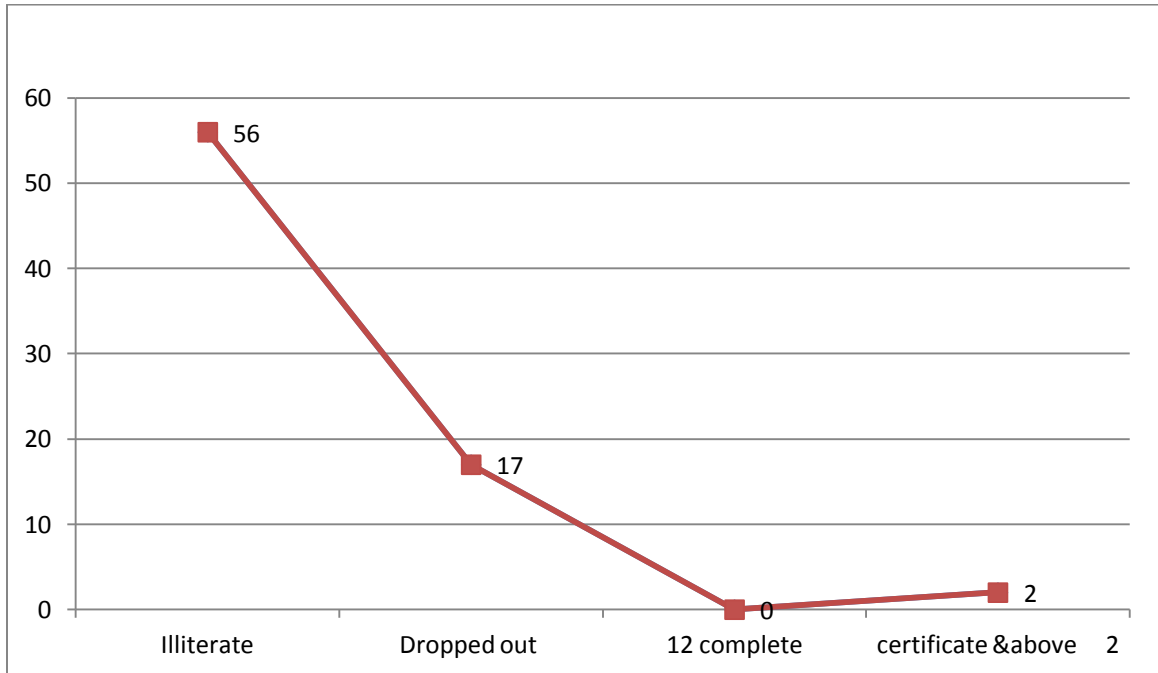


Fig. 4. Educational status of sample respondents.

Source: field survey result

It is obvious that media sensitivity has a direct or indirect relation with literacy; It is known that the magnitude of illiteracy wide in rural area than urban, in worldwide especially for women; Yes; currently Ethiopia has categorized among those countries, who fulfill Millennium Development Goals in the area of educational coverage. In this study data shows 75% of respondents were illiterate; 23% of them were drop out; only 2% of them had certificate. As mentioned it in the previous chapters, radio is the best & preferable mass medium to transfer information & knowledge especially for illiterate.

4.1.2. socio-economic situations related with radio access of rural women sample respondents.

❖ First & second language spoken by sample respondents (N=75).

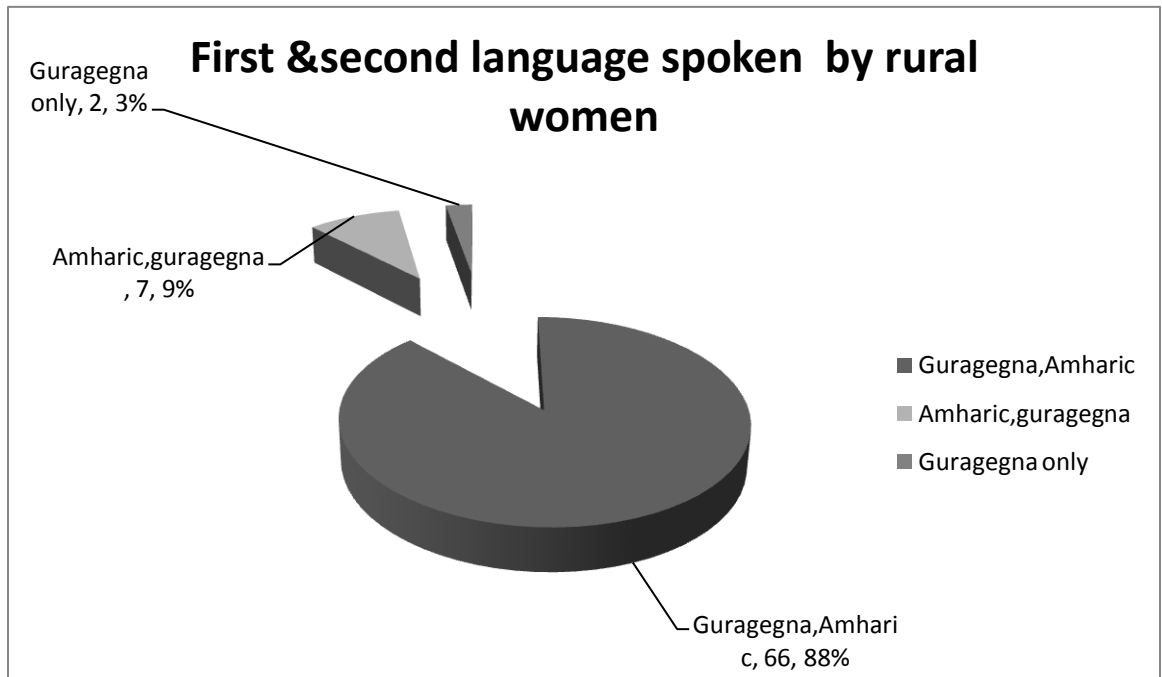


Fig.5. First & second language spoken by the respondents.

Source: field survey result

Language is one of the identity indicators of a community; people who speak the same language are more familiar than those who speak different language. The same is true in radio broadcasting service; to get target audience attention language consideration matter great. The data result shows that about spoken languages, 88% of the respondents were their first & second language was guragegna & Amharic respectively; 9% of the respondents vice versa, the rest 3% their first & second language was guragegna. It is mentioned that in Jolie woreda the only radio that had coverage was Ethiopia national

radio service, but this broadcasting service didn't broadcasted in gurageigna language rather their second language Amharic. Usually audience prefer a program that is broadcasted by their local language, which is more related to their real life. If so radio broadcasting language proximity to the targeted audience matters the impact.

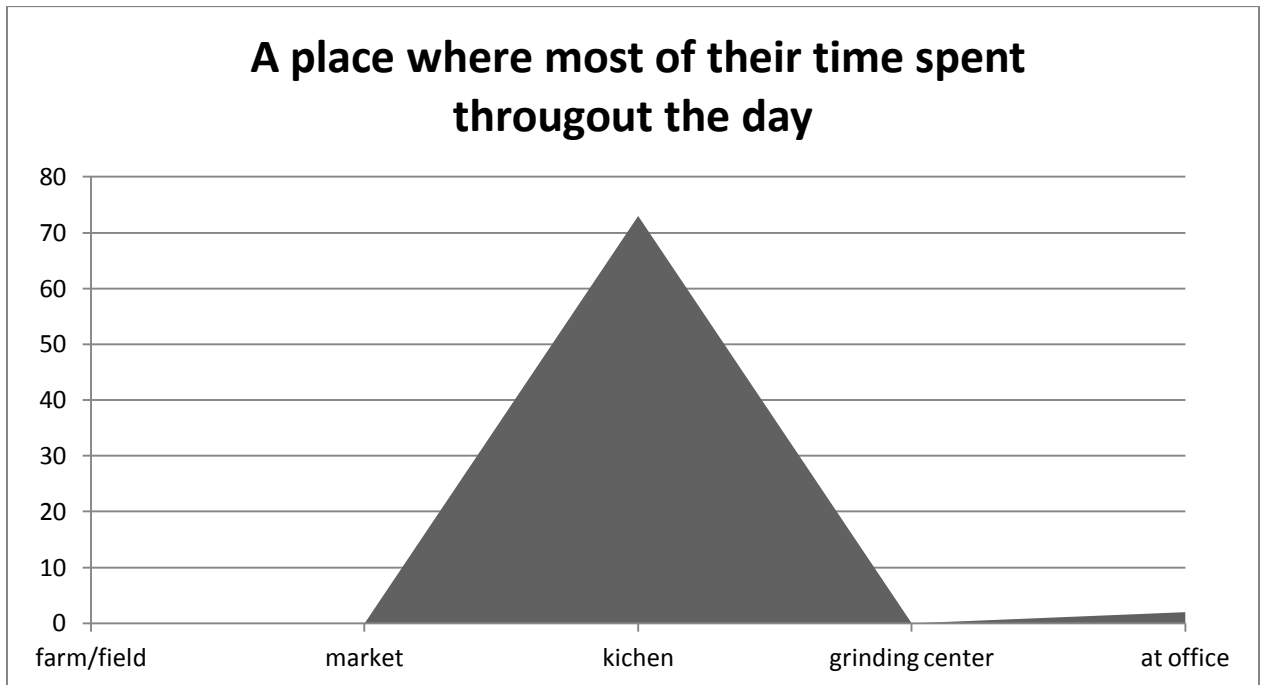
Table 3. Current information & news source for rural women (N=75)

SI.NO	Information source	Number of Respondents (%)
1	My children	7(9)
2	My husband	2(3)
3	My negnbours	9(12)
4	From Keble	-
5	From Radio	54(72)
6	Not answer	3(4)

Source: field survey result

In rural area relatively radio is more accessible than other broadcast media; in Ethiopia context, it might be true in most African region; As a result radio is the major media that could deliver current issues & news for those rural communities; The data shows 72 % of respondents reported that, their information source for current issues & news were radio; 12% from their negnbours ;9% from their children; 3% from their husbands.

Place where rural women spent most of their time throughout the day (N=75)



❖ Fig.6. Place where rural women spent most of their time throughout day.

Source: field survey result

Mostly in rural area women pass through hardship life compared to men; they are busy on performing household activities; which is mostly performing in the kitchen. In this study the data results 97% of the respondents reported most of their time throughout the day spent in the kitchen; only 3% spent in the office

❖ Radio set placement area of rural women sample respondents (53).

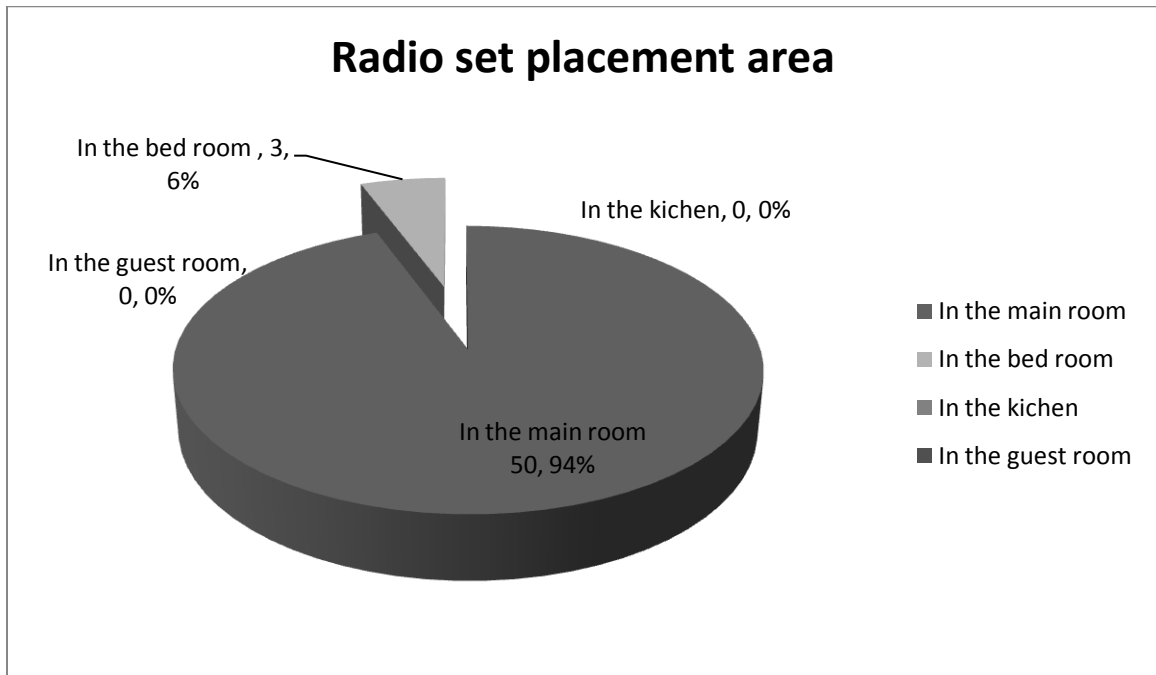


Fig.7. Radio set placement area of the respondents.

Source: field survey result

In this age of information & technology; the same information can get at the same time all over the globe with small compact materials like today's I phone; but what makes different is its accessibility; from my personal observation in the study area radio set count it as luxury item; as a result the radio set placement area prefer to be a honorable place; like the main room or guest room and also the bed room. The data that collected from sample respondents shows 94% of their radio set placement area was in the main room; only 6% of them place it in the bed room.

❖ **Having radio set**

Having radio set is one thing; having operational radio set is another issue; among the sample respondents 71% of them had radio set ; but out of which 32% of them didn't

work; the reasons that I got through informal dialogue with some of respondents, were some said with simple technical problem & others said unable to afford to buy radio battery. ; I also observed that there was no maintenance service their; even if they want to get the maintenance service unless they go to the town that far away around 20 km.

Among the respondents 29% of them replied that they didn't have radio set.

❖ Table 4. Reasons why the respondents couldn't own radio (N=22)

Sl.NO	Reasons not own radio set	Number of Respondent in(%)
1	B/c. I thought it is not important to me.	2(9)
2	B/c. I don't have money to buy it.	18(82)
3	B/c. I don't have time to listen radio	2(9)
4	B/c. I don't know how to operate radio.	--

Source: field survey result

As we mentioned before all women those are sample respondents are housewife; it is implies they are directly or indirectly economically dependent on their husbands. The study shows that, reasons that those who don't have radio set is most of them reported because of financial problem; 82% reported because they can't afford to buy it,9% of them reported they thought it is not as such important to them, the rest 9% reported because they didn't have time to listen it, no need to have it.

In my observation on the field I assured that Ethiopian radio national service is the only radio that heard on that woreda; there is no community radio or Fm radio, by chance Debub Fm regional radio is irregularly heard.

Among those who had operational radio set at home, 29% of them not listen; their reasons 87% of reported they can't listen because of the workload they had, 13% of them because they thought it is not as such important to them.

❖ Convenient time to listen radio for rural women (N=60)

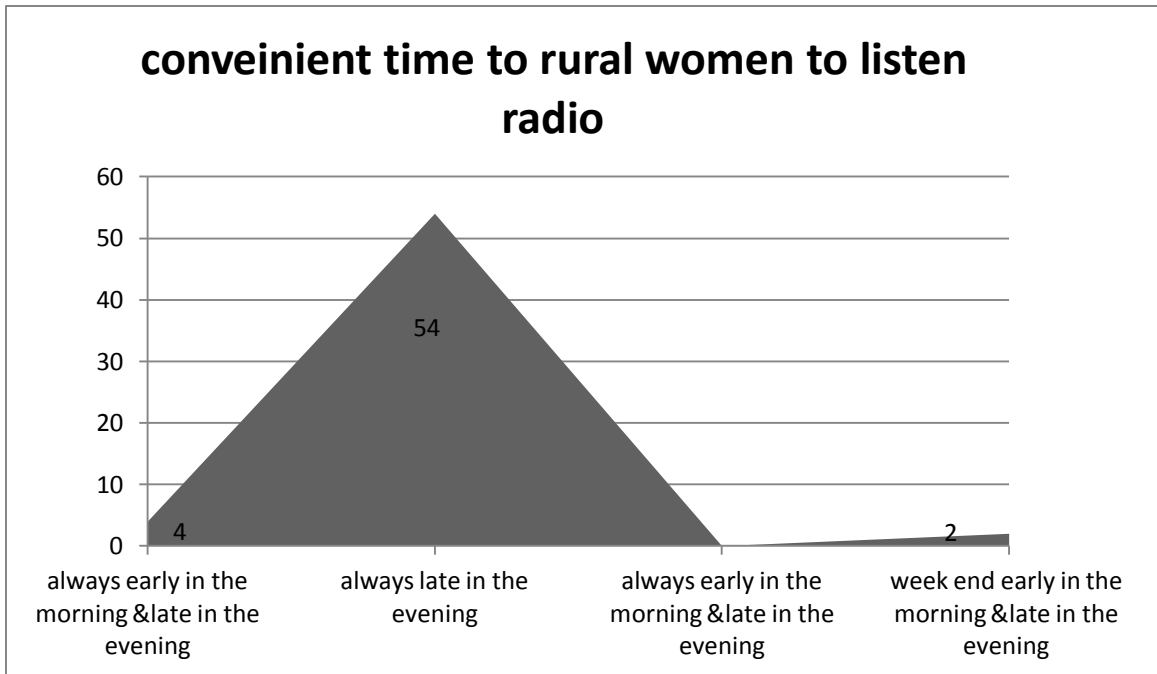


Fig.8. Convenient time to listen radio for rural women.

Source: field survey result

In most of African region majority of rural women experience almost similar in day to day activities; they wake up early in the morning & may end up at late in the evening; in performing all the household activities and supporting their husband on the field as well. Relatively their spare time to take rest or to built themselves in any area of their life .The study result shows that 90% of the respondents reported always late in the evening, 7% reported always early in the evening & late in the evening ,the rest 3% reported weekend early in the morning & late in the evening Radio is one of the mass medium to information exchange in two ways; top to down & vice versa; from the top the policy

implementers introduce & mobilize their policy & implementation strategies to the community; from the community also gather to information, solutions, get feedback that could taken as an input for policy makers & implementers. On this regard as policy implementer MoWCYA had its own plan about women; that should internalize primarily by women themselves & also expected to be being active participant. Concerning information access to rural women, even about their own issues whether they were informed government's plan about women; The data result shows more than half or 60% of rural women respondents replied, we didn't know what government's plan for us; 25% of them partially we knew, the rest 15% couldn't react on it.

Among those broadcasted radio programs, to check whether they were treat about rural women issues in their radio programs; from the data findings those who categorized themselves among radio listeners, 70% of them reported they heard about women's issues ; the rest 30% reported they didn't heard about women issues.

Table 5. Issues presented by radio about women and listened by rural women (N=42).

SI.NO	Issues presented by radio	Number of respondent in (%)
1	About girls education ,family planning ,environment protection personal hygiene & reproductive health	16(38)
2	About Women's right violation	3(7)
3	About women success in microfinance& Small business women being benefited from her right.	4(10)
4	I heard about all of the above issues	19(45)

Source: field survey result

Following the Beijing conference of 1995, Ethiopia had identified seven priority areas that need to be tackled in order to ensure gender-equitable development. Accordingly, the situation analysis focused its attention on these critical areas, namely:

- i. Poverty and Economic Empowerment of Women and Girls.
- ii. Education and Training of Women and Girls.
- iii. Reproductive Rights, Health and HIV/AIDS.
- iv. Human Rights and Violence against Women and Girls.
- v. Empowering Women in Decision Making.
- vi. Women and the Environment.
- vii. Institutional Mechanisms for the Advancement of Women.

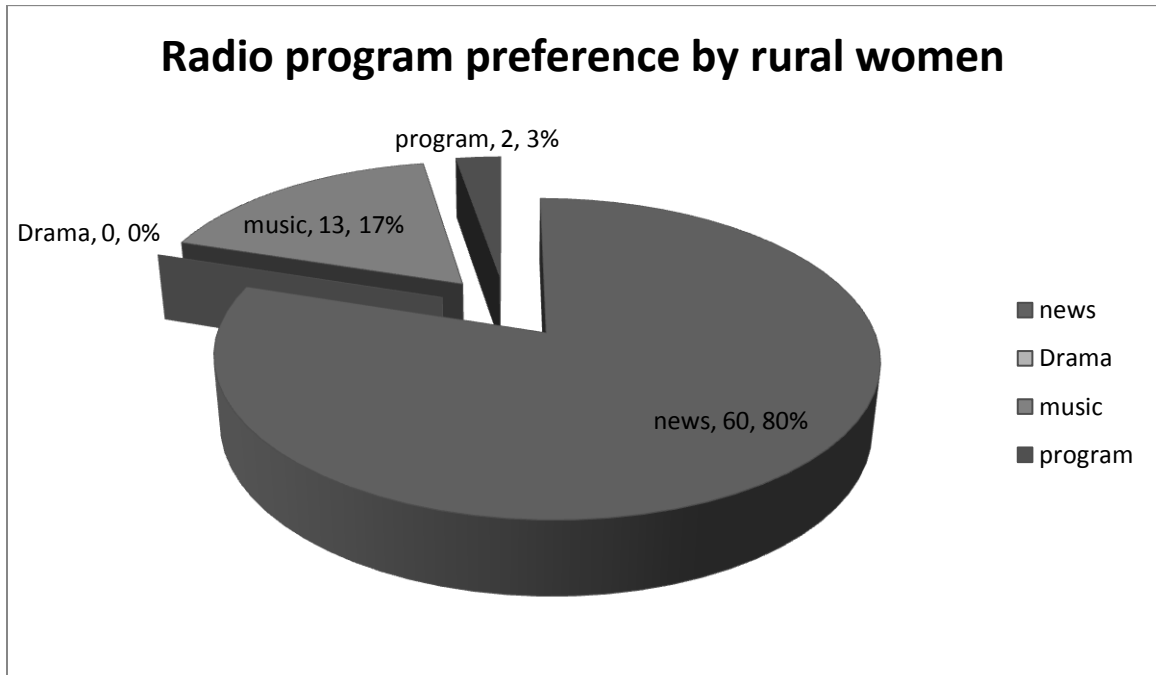
On these focus or priorities the result shown continue until the end of GTP bring gender equalities or to empower women ;though the focus area is clear & identified by the policy makers or implementers it should be a common understanding with stakeholders particularly the public as a whole in order to realize it in the ground(MoWCYA).

Among the respondents those who listened radio, the theme they listen 45% of them replied as they listened concerning women issues ,women success in microfinance & Small business, women being benefited from their right, girls education, family plan, environmental protection, personal hygiene & reproductive health, about women's right violation; 38% About girls education ,family planning ,environment protection.

- ❖ Rural women sample respondents suggestions about radio program theme should include 61% of the respondents reported as radio should present about women right,

democratic right,19% of the respondents radio should present about rural women economic challenges.

❖ Radio program preference by rural women (N=75)



❖ Fig. 9. Radio program preference by rural women (N=75)

Source: field survey result

Among radio broadcast program 80% of the respondents preferred news; 17% of them music; the rest 3% preferred program.

Radio listening interest 92% of the respondents was interested to listen radio; 8% couldn't explain their interest.

❖ Rural women views about importance of listening radio

From the respondents 60% of them reported that listening radio help to have information & awareness in different dimension,35% respondents reported, it help to

knew about the countries current issues, the rest 5% reported, it help to have information & knowledge about day to day life.

Table.6. Major Challenges listed by rural women regarding radio accessibilities (N=75).

SI.NO	Category of Challenges radio accessibilities	Number of Respondent in
1	Difficulties of radio set portability	-
2	unable to afford to buy radio & its accessibility in market for her	2(3)
3	Lack of awareness its importance for them	10(13)
4	Traditionally backward thinking that radio only for men	--
5	Most of women think that radio talk about others not about rural women day to day life	7(9)
6	as a result of work load not giving attention.....	56(75)

Source: field survey result

Among the respondents 75% of them reported as their major challenges to access radio were because of the work load; they didn't have time to listen it;13% of the respondents replied lack of awareness its importance of listening radio; 9% of the respondents thought that radio talk about rural women day to day life;3% of reported unable to afford to buy radio & its accessibility in market for them.

Table.7. Suggestions by rural women, to make radio more accessible to them.

SI.NO	Suggestions , to make radio more accessible	Number of Respondent in percent
1	Radio set should be portable & easy for operation to rural women considering rural women day to day activities	2(3)
2	Should work on the area of awareness creation, with its importance of radio media to rural women even for their day to day life	16(21)
3	Radio program that target rural women should have a direct relation with rural women day to day life	6(8)
4	Radio program that target rural women should approach its language, proverbs, tone, music etc should show their real life in the ground.	5(7)
5	All the above should be considered.	23(30)
6	If others mention it reduce work load	12(16)

Source: field survey result

Suggestions by respondent's radio to be more accessible to rural women suggested; among them 50% of the respondents reported, to reduce their work load ,to raise their awareness creation ,women focused program should related with their day to day life, radio set operation & its portability should consider rural women day to day activities; program that targeted rural women should be considered local dialect , tone, & music.

Rural women expectations from government & stake holders make radio more accessible to them (N=75).

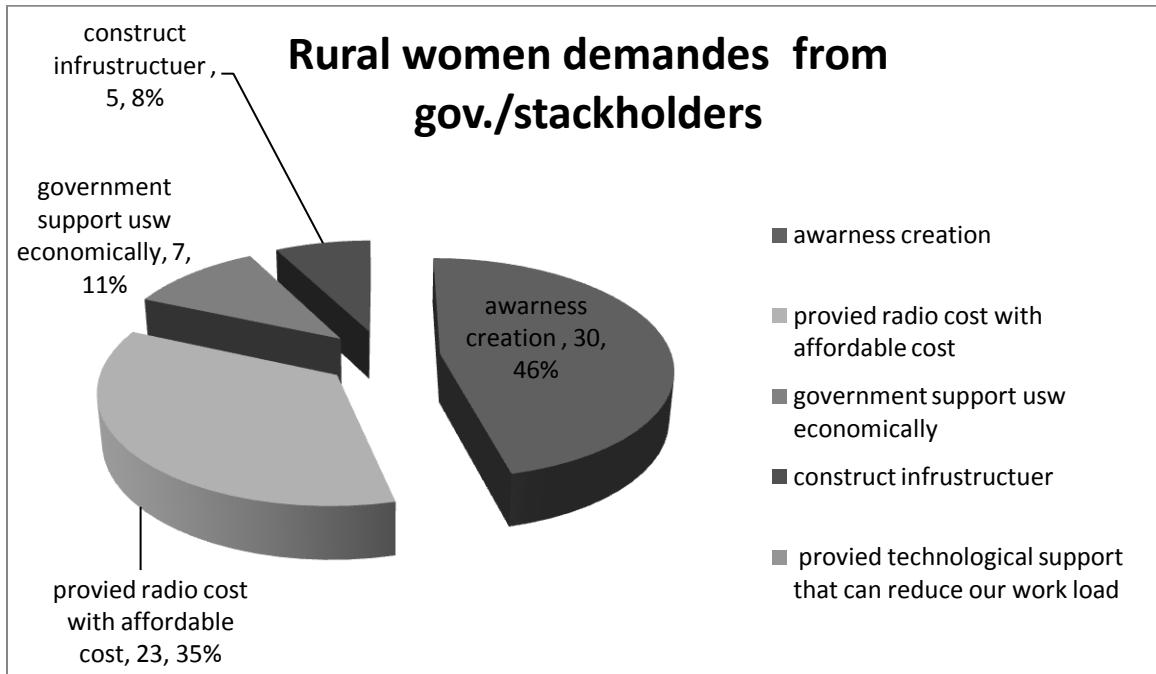


Fig.10.Rural women expectation (demand) from government & stake holders.

Source: field survey result

The data shows that what the rural women demand from the governments or the stakeholders are as follows 40% of the respondents demand awareness creation;31% of them provision of radio set with affordable price, 9% of them demand economic support, 7% of them demand to built infrastructure facilities.

4.2. Data from selected key informants (stakeholders)

Data analysis that got from those taken as selected major data sources for the study other than rural women sample respondents; these were as follows, Ethiopian Broadcast Authority who is mandated to give broadcast license & to regulate it, according to the country's broadcast law 590/2000E.c.

Ethiopian women, children & youth Affairs is the other one, which was the one that authenticate as policy implementer of women's issue; National radio broadcasters were also part of the study major data source, which are licensed to give radio broadcast service, the last but not the least of the study major data source were women focused radio program producers.

As already mentioned in literature review part in the broadcasting sector, Ethiopia has broadly three different kinds of broadcasters; these are public funded television & radio services, private/commercial sector radio services & community radio broadcasters.

The government views radio as the most important mass medium in Ethiopia. Ethiopia radio & radio fana both public & commercial national broadcast services respectively.

The reason that needed to mention here about radio Ethiopia & radio Fana broadcast services were because both of them operate at national level; even if there were other broadcasters who had license to broadcast at national level ; but operationally not yet at national level.

4.2.1. Ethiopian Broadcast Authority

As broadcast authority radio is the best alternative for information & knowledge empowerment to rural women; the authority, the country tried to establish equal & fair distribution of radio access throughout the country; with the strategies of strengthening national radio broadcast services, licensing & expanding regional fm radio & community radio; also by considering language diversification, & geographical area coverage. According to the authority radio is the most accessible & preferable among broadcast media to rural people.

4.2.2. National Radio Broadcasters

National radio broadcasters also mentioned that to access their service to rural women they tried to consider language diversification, geographical area, content & format approach to target group , convenient broadcasting date & time.

According to the broadcasters beginning from planning stage rural women issues took in to consideration, through budget & air time allocation ,giving especial training for program producer, adjusting program schedule ,broadcasting convenient time ,

Even though they didn't have merely rural women targeted program; They had weekly program that focused on women's issues; in Ethiopia Radio a program named by "Yesetoch Medrek" which is aired every Saturday at 4:00 in the morning local time for 40 minutes long; also in Radio Fana weekly program named by "Elefenesh" every Thursday evening at 12:45 local time aired for 15 minutes long.

Broadcasters believed that their broadcasting time was convenient for majority of rural women, but according to Ethiopian Broadcast Authority, it couldn't be sure, unless the research findings confirm that ; the data result shows that almost 90%of the respondents their convenient time to listen radio is late in the evening , very few of the respondents prefer early in the morning & late in the evening; but the broadcasters deliver their programs was late in the morning & early in the evening; which is totally different.

4.2.3. Ministry of Women, Children & Youth Affairs

On women issues the policy implementers & strategy setter's was Ministry of Women, Children & Youth Affairs; which was the one that responsible to address & mobilize rural women in order to accomplish their goals. For information & mobilization purpose

different communication strategies should be implemented ; broadcast media especially radio was the one among the others. The ministry of women believe that to access information & knowledge to the rural women radio is their first & most preference; with justification of radio is relatively fast & inexpensive, easy to address rural remote mass, also it doesn't demand literacy.

s ; even if the Ministry was sure about the rural women were informed about plans & strategies of women, more than half of the respondents reported that, they didn't know about the plan or strategy or any priority area about women; only 25% of the respondents reported as they were partially informed.

As the ministry for access information to rural women radio were their first preference. Yes, the ministry sponsored women focused radio program but their monitoring & feedback assessment trend was not formal & regular bases; they didn't had systematic cross checking mechanism whether their sponsoring purpose achieved or not. Therefore the ministry needs to establish systematic monitoring & regular based feedback assessment mechanism.

4.2.4. Program producers

Data that collected from two national radio broadcasters; those who produce women focused radio program. Five of them were from Ethiopia National Radio & three of them from Radio Fana National Services; all in all from eight program producers collected data through questionnaire format. The result was as follows, as the data result shows that all of them the respondents live in the Addis Ababa; As the data result shows that all of them are live in the Addis Ababa it may create sense of to be more concern about urban

women than rural women issues ;this gap may have its own negative impact on being sensitive about rural women issues. This might have its own negative impact regarding being concerned about rural women issues. There is common saying what you see & touch you believe it & realize it. This gap may have its own negative impact on being sensitive about rural women issues.

Educational status almost all were degree holders; only one had Master's degree; for program producers being educational qualified might grunted to read on the area more & understand situation in different dimension to see things critically & scientifically.

Training that taken by program producers on the Area of media, among the respondents three of them certificate & again another three on diploma, the rest two of them degree holders; being specialize in profession help to produce standard program.

On the area of work experience among the respondent three of them 2 to 5 years; two of them, 6 to 10 years; three of them, 11-15years, Out of eight, five of them had more than five years experience.

Work experience in producing on women focused program, five of them three & above years ,the rest three had two years experience.

Almost all of the respondents said that women focused program guided by yearly plan.

Majority of the respondents that means seven out of eight reported their information sources for program production were documents, interview, and internet.

Majority of the respondents replied for program production the information input somehow resembles officials or experts ; but mostly it depends on the issues; it goes at grass root level also, what matters was the issue.

Almost all of the respondents said that, they were conscious about rural women when they produce women focused program; by considering music selection, narration style & tone, being conscious the word that used in dialogue.

Feedbacks that got from audience on aired program was suggested that to revise the program production format & approach, to adjust broadcasting date & time, to make it twice a week.

The program producer's assumption regarding rural women radio accessibility challenges; majority of the respondents reported that broadcasters challenge was unable to broadcast with diversified language as expected with & rural women major challenge was lack of time to seat down & listen to radio in the main room; because they spent most of their time in the kitchen to work out their daily household responsibilities. Listen radio, lack of awareness, unrelated of program content with rural women.

They got information from MoWCYA through official press release, especial interview, periodical press conference, event celebration.

All of the respondents said that their organization committed to cover rural women issues by allocating budget field work, by allocating sufficient air time, by assigning skilled program producers.

All of the respondents said they were interested to go out field/rural remote/ to gather information; not only go out field but majority of them said that no problem stay long; few of them reported as they were not interested to stay long.

Their reason those who reported as they were not interest stay long in the field; were because of lack of infrastructure.

Major challenges to produce rural women targeted program ; staying long for field work to gather data, afraid of /shyness of rural women to give information ,they themselves were not well informed about rural women ,lack of especial rural women focused program that targeted rural women effectively,

Almost all of the respondents suggestion as way out of from those major challenges to access radio to rural women were , set more awareness creation program, establish listeners forum, work on area of economical empowerment, increase its quality make easy accessible radio set.

4.3. Sample, selected women focused radio programs

Fana every Thursday in the evening at 12:00 local time for 15 minutes long Among 12 programs four of them about girls education at lower & higher level, two of them about current issues about national renascence dam, one of women sexual abuse two of them about self successes story women who engaged in small scale business two of them international days of celebration regarding women best practice of one woman who was pass through different challenges; she got at professor level for these programs the production the interviewee were experts, on the area officials at different level, but they

were women also women who were lived regional town but not rural remote; almost all the program producers & presenters were women; but all of them live in Addis Ababa.

Ethiopia radio among the 12 program almost 50% of the programs theme focus area success story of women engaging in small scale business, the rest focus on international women days, girls education current issues like renaissance dam. The theme that was selected as a sample program was stick to its primary target area of MoWCYA had to be address women issues. Majority of them focus on economic issues followed by social issues; which were the major challenges for rural women; There is also program that share best practice women; who are successful in leadership in politics those who cross over the challenges. In program production as an information input interviewee were women, high officials and expertise; but not rural women; regarding program approach the language that used, narration style & music selection was all the same; not consciously consider rural women ground realities.

4.4. Major challenges of radio access to rural women

As Broadcast Authority the country was going towards to assure radio accessibility even to rural remote area; but still it need press & push forward to achieve the settled goal. Under this ways they put their major challenges to access radio to rural people; such as being multicultural & multilingual society, demanding big budget, lack of skilled man power for media management at rural community level.

As broadcasters they have also their own challenges to access radio to rural people, being multilingual society, lack of infrastructure facility at rural village, demanding big budget,

lack of skilled journalist on the area, shortage of program that met the interest of rural women, less access to cover the diversified interest of the rural women.

The ministry of women as policy implementer's their major challenges to information & knowledge empowerment for rural women, were low educational status or illiteracy, work load, social inequality, expressed gender inequality lack of infrastructural facilities, low value for women & girls, shortage of radio program appropriate to rural women.

The program producers their major challenges to produce rural women targeted program ; stay long for field work to gather data, afraid of /shyness of rural women to gave information ,they themselves were not well informed about rural women ,lack of especial rural women focused program that targeted rural women effectively.

According to rural women their major challenges to access radio were work load they had, lack of time to listen, unable to afford to have radio set.

4.5. Suggestions for radio to be more accessible to rural women.

Broadcast Authority suggested that, to overcome the challenges expanding community radio, increasing the coverage of rural women program through the existing radio station, strengthen already existing national radio broadcast services.

The Ministry as a policy implementers' of women also suggested that, the way outs that radio to be more access to rural women for information& knowledge empowerment; is to improve educational accessibilities, introduce new or improved technology that help to easy their work load, improve infrastructural facilities that create fertile ground for gender equality especially for rural women ,implement gender main streaming ,produce

appropriate radio program that considered the rural women interest ;Content & format approach should be revised; the program should focus on rural women their own issues.

The broadcasters suggested that to empower rural women with information & knowledge through radio; content & format approach should be revised, the program should focus on their own issues, increase rural women participation in program production, the program broadcasting date should be considered the rural women,

Increase rural women participation on program production, broadcasting time should be considered; by allocating sufficient air time & sufficient budget for field work; through program schedule, broadcasting convenient time.

Almost all of the respondents suggestion as way out of from those major challenges to access radio to rural women were , set more awareness creation program, establish listeners forum, work on area of economical empowerment, increase its quality make easy accessible radio set.

According to rural women their suggestion to access radio was to reduce their work load ,to raise their awareness creation ,women focused program should related with their day to day life, radio set operation & its portability should consider rural women day to day activities; program that targeted rural women should be considered local dialect , tone, & music

Chapter Five

5. Summary, Conclusion, Recommendation

5.1. Summary

❖ 5.1.1. Rural women sample respondents findings

Majority of the respondents are adulthood age; almost all them were married; Three fourth of the respondents were illiterate; about 90% of the respondents their first & second spoken Languages were Guragiegna & Amharic respectively.

Majority of the respondents their current issues & news sources were radio; almost all of them, their radio set placement area were in the main room.

Significant number of respondents, most of their time throughout the day were spent in the kitchen. More than 90% of the respondents reported as they were interested to listen radio; but the data that shows regarding their trend to listen radio were poor; even those who had radio 90% of them didn't listen as a result of the work load they had. More than half of the respondents didn't have information what the government plan about women.

Ninety percent of the respondents reported their convenient time to listen radio was always at the late time in the evening.

More than three fourth of the respondents believed that, if radio broadcasting language had been in their local language (guragiegna) the number of listeners on the area were increased.

Among those who had radio, significant number of their radio set didn't work; as a result of simple technical error or unable to afford to buy radio battery. More than one fourth of

the respondents didn't had radio; the reasons were they can't afford to buy the radio set itself; others also reported because lack of understanding about its importance.

Majority of the respondents reported that their source of current issues & news information was radio; even if it was not accessible.

More than three fourth of the respondents, news was their primary preference among radio broadcasting program which was followed by music.

Majority of the respondents indicated that their major challenges to listen radio was as a result of the work load they had; they couldn't get time to listen it ; lack of attention; & lack of awareness about its importance; and lack of issue relatedness with their real life.

Regarding radio program accessibility most of the respondents suggested that women focused program should consider rural women ground realities.

5.1.2. Ethiopian Broadcast Authority

The authority believed that radio was more preferable to rural community regarding accessibilities; expanding community radio was one of the strategies to assure media accessibility throughout the country especially in rural community. Strengthening the accessibilities of the already existing national radio broadcast services by considering content & approach, languages & geographical setting. On the area of awareness creation has not been done as expected. The authority believed that the existing radio set operation & portability was not convenient to rural women regard with their daily activities; in long term plan it could take in to consideration.

5.1.3. National Radio Broadcaster's Data

Broadcasters reported as they were conscious about rural women audience; even if they believed that it was not satisfactory; the data result indicates that they were working towards and also committed, but still need to establish rural women targeted program to address all rural women needs.

According to broadcasters report, they were conscious about planning, budgeting for field work to give coverage about rural women issues.

5.1.4. Program Producers

Almost all of the respondents had knowledge about profession. Majority of the respondents had average 5 -10 years experience on media. There was no problem providing logistics, per dime to cover rural women issues in the field. Most of the respondents were interested being in the field & cover the real life of rural women in the ground; but their challenges were they themselves not well informed about rural women ground realities; being rural women shy/fear to give information was another challenge for them; the rural women themselves lack of time to listen radio as a result of work load; rural women lack of awareness about media importance.

Their suggestion as program producers was working towards awareness creation area, reduce work load, establish rural women targeted program.

5.1.5. Sample women focused radio program

Data that gathered from selected sample programs result shows that rural women issues like success story of small scale business, girls education, women's right violation all

these touch the life of rural women; when we come to program presenting approach not targeted specific rural or urban women it is for generally for women.

In the radio program production process an interviewee were women, high officials; expertise's taken as information input; regarding program approach the language that used, narration style & music selection is common for all not consciously consider rural women realities.

Regarding Program theme majority of them focused on the area of economy like small business success story, on social issues like girls' education, women right violation& protection.

5.2. Conclusion

The research was conducted with the objective of assessing how radio was accessible to rural women for knowledge & information empowerment.

The study examined the accessibility of radio to rural women issues. Radio in Jolie worda there was no community radio, which was commonly recommended for radio accessibility to rural community; the only radio that had regular coverage on the area was Ethiopia radio national service; even in that service there was no program or air time that broadcasted by Guragegna language, since in that worda majority of the community their first language was Guragegna.

Although men own the majority of radio receivers, women can listen to programs at home in the evenings when the main chores of the day are finished (FAO, 1994).The data result also shows that any one among the family member, who leave at home could tune

on the radio & rural women their news & current issues information source was radio; but not only direct listen rather indirectly with third person with their neighbours.

Among the programs those were aired in Amharic language in Ethiopia radio & radio Fana national services, there was women targeted program, that broadcasted late in the morning & early in the evening respectively; but most of the rural women respondents reported their convenient time to listen radio was late in the evening; not only that the program approach itself not considered rural women ground realities; one of the reason was the program was not rural women targeted program; rather general regardless of ground realities of urban & rural women in the country.

All the stakeholders believed that radio is the best alternative to the rural women information & knowledge empowerment; the rural women themselves seek information & also interested to listened radio. Regarding radio accessibility to rural women, almost all of the stakeholders agreed that, it is not accessible as expected; the reasons were, not expansion of community radio, national radio broadcasters unable to address rural women as expected; because of language diversification, geographical barriers, and those broadcasted programs were not targeting in approach rural women ground realities & inconvenient of broadcasting time ,even those programs, which were women focused.

As a result radio accessibility to rural women was still in questioned at least in the study area & like.

Therefore radio to be accessible to rural women for information & knowledge empowerment; community radio should be expand, the national radio broadcast services

should increase their accessibility to rural women by considering its geographical coverage, and also its content & approach.

5.3. Recommendation

The Ethiopian government believed that media coverage in the country is generally at lower level. Many Communities especially rural area ,do not receive satisfactory media service, as a results its main focus on improving accessibility and diversity of media service; with its implementation strategy is to expand and increase media in number, kind and transmission coverage and to ensure the widest possible public benefit from media broadcast. Accordingly the stakeholders work out their responsibilities on their own parts.

5.3.1. Ethiopian Broadcast Authority

The authority is the one who is responsible to assure broadcast media accessibility throughout the country. Since radio is categorize among broadcast media, the authority expected to assure its accessibility to rural people especially women.

As mentioned in the preceding chapters the major strategy to access radio to rural people is expanding community radio & strengthen the national radio services by widen its geographical area coverage & considering language diversification; also strengthen the program monitoring work on its coverage & its program content & approach to help & to encourage the broadcasters to address rural women issues effectively.

The authority should work to ensure awareness raising of rural people especially rural women to being alert to media.

Even in long range plan also the authority should consider the existing radio set should modified to easy operation & portability that consider the rural women day to day activities.

5.3.2. National Radio Broadcasters

Broadcasters are service providers, they should always be conscious about their rural audience especially rural women; in participation, broadcasting time & language, music selection should be taken into consideration. Since 85% of Ethiopian people live in rural areas. The broadcasters should evaluate themselves at regular bases to ensure whether they addressed the rural people especially the rural women as it should be; also work to ensure radio accessibilities to rural women by establishing more rural women targeted programs, rather try to address women in general; which is vary ground realities place to place; the challenges of urban women different from that of rural women.

5.3.3. Ministry of Women, Children & Youth Affairs

The ministry is the one who implement policy about women's issues; it should assure how far women are informed especially rural women about their policy & strategies; since women are the key actors for policy implementation. The data result shows majority of respondents' preference for information source about current issues & news was radio. As a Ministry, radio was their first preference to disseminate information & to transfer knowledge & experiences especially for rural people; to realize this in to the ground, the ministry should work integrated with the media regulator & operators to access information to the rural women through radio.

As the data result shows the rural women major challenge to listen radio was the work load they had; yes the ministry work on the area of by provision simple innovative

technology that could help to reduce their work load; but it needs strengthen & widen its access. Indeed there were programs that was sponsored by the ministry, which was women focused radio program but their monitoring & feedback assessment trend was not formal & regular bases; they didn't had systematic cross checking mechanism whether their sponsoring purpose achieved or not. Therefore the ministry needs to establish systematic monitoring & regular based feedback assessment mechanism that help not only to assure information accessibility but also help to assure its quality of information to the rural women.

5.3.4. The Program Producer's

In a radio program production process the reporters (producer's) should always conscious & alert of rural women ground realities as far as their radio broadcasting service is national; in regarding with story narration style, in music selection the language used, when they produce program.

5.4. Suggestion for further studies

The findings of this study were confined to framing of radio access to rural women for information & knowledge empowerment; The study did not exhaust the different perspectives as a result of time & finance limitation; therefore further study can be conducted like on the topic of broadcast media ,electronics media access to rural women, radio program content & approach accessibility to rural women, radio listening trend of rural women, accessibilities of community radio to rural people and others related issues.

References

Abraham Tabor Etebu,(2009), A Solution for Sustainable Development in the Niger Delta," Library of Philosophy and Practice.

African Development Forum(ADF),(2008),

Batliwa, (1995) Paper Israel Baffle on the title assessment on women empowerment.

Biruk Anley,(2011), state media challenges of covering rural development issues in Ethiopia ;in case of Ethiopia radio,page.51.

Deressa Terefe,(2012),“Framing of Development Issues in the Ethiopian Television” thesis submitted to the School of Journalism And communication in partial fulfillment of the Degree of Master of Art In Journalism and Communication Addis Ababa University ,Addis Ababa, Ethiopia.

Dane.R.Ulloth Peter Klinge ,(1983),Mass Media; Past, Present, Future” ;Sandra Ells by west publishing co. page 259

Douglas D. Perkins,(1995),Empowerment Theory ,Research and Application ;American Journal Of Community Psychology,vol.23. University Of Utah No.5, 569.

Dr. G. Balasubramania Raja,(2011), Development Through Mass Media and Rural Development Departement of Communication Manonmanium Sundaranar University THAVAN IJRMS Vol-01: Issue-01 Tirunelveli, India page 15.

Ethiopian Welfare Monitoring Survey 2011 Summary report (2012).

Ethiopia Broadcast Authority Official web www.eba.gov.et September 2009.

Ethiopia Broadcast Authority,(2013), brochure.

Ephraim Melaku in his master thesis titled with The use of radio to reach Remote Audiences the case of the Janamoka Radio project page 54

Elefenesh,(2013),magazine published by Ministry of Women, Children & youth Affairs published date page 3&5 .

Ethiopia Radio & Television Agency (2011).

Ethiopia media mapping,(2011),Ward,. Electrical reform international services, published magazine page .1

Federal Democratic Republic of Ethiopia, Central Statics Agency, (2007) www.csa.gov.et

Federal Democratic Republic of Ethiopia; Central Statics Agency; report April 27, 2012).

Federal Democratic Republic of Ethiopia, Ministry of Women, Children & Youth Affair, (MoWCYA 2012).

Freedom of mass media & access to information proclamation no.590/2008.part 3 ,article 12

FAO,(1994),Rural women and communication, Communication approaches.

International Information & Library Review Volume 29, Issue 1, March 1997, Pages 45–66

Federal Democratic Republic of Ethiopia; Growth & Transformation Plan (GTP),(2010/11-2014/15)page. 110/111.

Geeta, Malagar, (2007), Radio Listening and Televeiwng Behavior of Rural Women, thesis submitted to the University of Agricultural Sciences, Dharwad.

Guidelines on Women's Empowerment for the UN Resident Coordinator System.

Melaku Menegesh, (2010), here in Ignou research his title was Access and utilization of development communication by rural women in case of Ambasel woreda.

Population Media Center(2006).Ethiopian Mass media profile,

Rachel Leventhal, Radio as a Tool for Changing Women's status in Sierra lei one Commissioned by Developing Radio Partners.

*Radio A Guide to Setting up Radio Listening Clubs, PANOS Southern Africa 2003
Copyright Panos Southern Africa, Lusaka.*

Regular Article Media Accessibility and Utilization by Kenyan Rural Women

*Role of media in the society:-Discussion Forum: the Role of Media in the society:
am.kishore_pat@yahoo.com*

Robert Mcleish, (1999), Radio production 4th.ed. Page 3.

Research development Data Processing & Analysis unpublished mogul 4 page 6.

*Research Methods in Rural Development:-Tools of Data Collection; IGNOU Mogul 3
page 11.*

*Mathewos Tadesse, Abebe (2010), Community Radio In Ethiopia: Challenges and
Prospects Of Harar Community Radio paper-back April, 30,2010.*

*Sarah Kamal,(2004), Working Paper Women's Radio Listening in Rural Samangan,
Afghanistan. Feburary 15*

*Seidu Eshet Gebeyeh,(2010), "communication strategies for awareness creation
comparative analysis four organization working environment.*

*Shari Nijman,(2012), On International Day For Rural, Women Un Shines Light On
Empowerment, Strengthening Africa's Media Towards A Framework For Action 25 - 26
September 2006 Nairobi, Kenya.*

*Strengthening Africa's Media, (2006), Towards A Framework For Action Nairobi,
Kenya.*

*Press Reference Co-Fa,(2013),Ethiopia Pres.s, Media, TV, Radio, Newspapers Powered
by JRank.*

*Ukachi, Ngozi Blessing ,(2001), Information Needs, Sources, and Information Seeking
Behaviour of Rural Women in Badagry Lagos, Nigeria, Main Library, University of
Lagos, Akoka, Lagos.*

Women Watch home page:-Information and Resources on Gender Equality and Empowerment of Women.

Women Watch:-Information And Resources on Gender Equality and Empower women; fact &figure; Rural Women and the Millennium Development Goals.

Women transformation &development package, (2006) ,Ministry of women; published book page 30 up to 46.

-I

Questionnaire Completed by the Rural Women Sample Respondents

(Jolie Ande)

Encircled the letter which you consider relevant

1. Name.....

2. Age

A.18-25 B.21-30 C.31-40 D.41-50 E.51 & above

3. Marital status

A. Never married B. Married C. Divorce D. Widow

4. Educational status

A. Illiterate B. primary level C. 12 grade complete D. Certificate & above

5. What is your first & Second language consecutively?

A. Guragie, Amharic B. Amharic, Guragie
C. My first & second language is Gurageigna

6. Where did spent most of your time

A. At farm/field B .At market C. At kitchen D. Grinding center

7. What is your current information & news source?

A. My Children B. My husband C. My negnbours D. Keble E. radio

8. Do you have radio?

A. Yes, I have B. No, I don't have

9. Are you interested to listened radio?

A. Yes, I am interested

B. No I am not interested

10. If your answer is No ;I didn't have radio; why you didn't have?

A .B/c I feel not important to me

B. B/c. I don't have money to buy it

C. B/c. I don't have time to listen radio

D. B/c. I don't know how to operate radio

11. If your answer is yes I have; does the radio work?

A. Yes it works

B. No, it doesn't work

12. Where is the place of the radio set?

A. main room B. bedroom C. kitchen D. guest house

13. If you have operated radio; did you listened it clearly?

A. sound is clear

B. sometimes sound is not clear

C. most of the time there is sound hash D. the sound is not clear

14. Who tune on the radio among the family members?

A. your own B. your children C. your husband D. your brother

15. Do you listen radio?

A. Yes, I listened

B. No,I didn't listen

16. If your answer is No; why that?

A. B/c I am busy

B. B/c the program, doesn't attract me

C .B/c I feel that it is not as such important to my day to day life

E. B/c the language is difficult to understand to me

17. Is the radio set operation & portability consider your day to day activities?

- A. Not convenient B. No problem C. Convenient

18. Do you think the number of listeners increase that , If the radio broadcasting language was local language?

- A. Indeed it increases B. It will not change C. Even it might be decrease

19. If your answer is yes; Where did you listen radio?

- A. At home B. At market place C. At meeting
D. Church /Mosque E. Grinding Center

20. When did you listen radio?

- A. Weekdays early in the morning B. Weekdays & late in the evening
C. Weekend early in the morning D. Weekends &late In the evening

21. Do You know what the government plan for women?

- A. I know nothing B. Partially, I know

22.If you know partially please mention at least one

.....

23. Did you heard about rural women issues on the radio?

- A. Yes, I heard B. No, I didn't heard

24.If your answer is Yes, about what did you listen regarding rural women

- A. About girls education ,family planning & sanitation
B. About Saving C. About story of successful women

D. About Women's right violation E .Microfinance& Small business If others mention them here

25.What is your suggestion on radio presentation about rural women issues?

A. About their strength challenges B. About her economic challenges

C. About her human &democratic right D.If other mention it.....

26. Among radio broadcasted programs, which one is your preference?

A. News B. Drama C. Music D. Program

27.What did you benefited from listening radio?

A. It help me to know about the countries current issues

B. It helps me to have awareness in different dimension

C. It helps me to have information &knowledge about my day to day life

D. Mention if other.....

28.What are those major challenges that radio accessibility for information &knowledge empowerment for rural women?

A. Difficulties of radio set portability

B .Lack of awareness its importance for them

C. B/c traditionally backward thinking that radio only for men

D. B/c most women think that radio talk about others not about rural women day to day life

List here if others.....

29.What are the solutions/way outs/ for radio to be accessible to rural women?

A. Radio set should be portable to rural women considering rural women day to day activities

B. Should work on the area of awareness creation importance radio media to rural women even for their day to day life

C. Radio program that target rural women should have a direct related with rural women day to day life

D. Radio program that target rural women should approach its language, proverbs, tone ,music etc should show their real life in the ground

E. All the above should be considered

30. What should be done to increase radio accessibilities for rural women information & knowledge empowerment? explain Your suggestion

.....
.....
.....
.....

Thank You!

Annexure- II

Questionnaire completed by Ethiopian Broadcasting Authority

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with “Radio accesses to rural women for information & knowledge empowerment” for this research purpose, I need your organizational data & information input; for this reason I ask you ,your cooperativeness. The information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential.

For those multiple choice question show your answer by encircled the letter of your choice

1 .As an authorized institution on broadcast services do you believe radio is important for rural people for information & knowledge empowerment?

- A. yes B. best alternative C. Not as such important

2. Do you think the rural community aware about the importance of media especially radio?

- A .Yes B. No C. Not sure

3.If your answer is yes; what could be the reason?

- A. b/c of awareness creation work B. b/c they benefited from it
C. b/c they are traditionally developed it D. difficult to point out the reason

4.If your answer is No; what could be the reason?

- A. b/c the work has not done widely in the awareness creation area
B. b/c they are not interested
C. b/c they are busy; as a result they didn't give attention
D. b/c they are not benefited from it

5. Do you have awareness creation program on regular bases especially for rural community ?

- A. Yes B. No

6.If yes; what the feedback shows?

- A. To do more on the area awareness creation at regular base
B. They have already aware of it what they need is access.
C. there is no lack of awareness rather lack of skilled manpower & financial resources

7.If your answer is No; what could be the reason?

- A. Lack of finance & logistics B. Lack of skilled manpower
C. Lack of attention for that D. Lack of community interest

8. Do you have cross checking mechanism to know how far national radio broadcaster address the rural people on their program?

- A. Yes B. No

9.If your answer is yes, how?

- A. Through program content monitoring
- B. Through measuring capacity of signal receivers
- C. Through broadcasting language diversity
- D. Through the size of their coverage area

10. Do you think the current radio sets are easy for operation & Portability for rural women considering their daily activity?

- A. Yes
- B. No

11. If your answer is No; what did you suggest for future?

- A. It should be introduced new technology that is portable & easy for operation for them
- B. It should be modified the already existing one
- C. Radio digitalization should be fasten
- D. If other mention it here.....

12. Did you work on broadcast media digitalization area?

- A. Not now but in the future
- B. Not at all
- C. Yes ;we already on the track
- D. It is not our mandate

13. If your answer is yes ,we are working on digitalization; does it have Positive

impact on radio accessibility for rural people?

- A. Yes; indeed
- B. Not at all
- C. it might be
- D. not sure

14. If your answer is yes ;how?

Mention it in short.....

15. What is your strategy to access radio for information & Knowledge empowerment to rural people especially women?

- A. By expanding community radio
- B. By increasing the number national radio broadcaster.
- C. By strengthen national radio broadcaster services to be more accessible to rural people especially women
- D. we use in all of the above mentioned means

16. Do you believe that fair & equal distribution of radio broadcasting services in the country?

A. Yes

B. No

17. If your answer is yes, how?

A. by considering language B. by considering geographical area

C. through expand community radio services

18. Do you believe that radio media is accessible to rural women?

A. Yes

B. No

19. If your answer is No; What could be the reason?

A. broadcasting date & time being not conducive to rural women

B. proximity of content & approach

C. unable to afford to have radio set

D. The type of radio set not easily portable, & operable to rural women

20. What are the major challenges to access radio media to rural people?

A. being multicultural & multilingual society

B. broadcasting services not expanded at the level of the people demand

C. it demand big budget

D. To manage lack of skilled manpower

21. Do you consider in your monitoring coverage about rural women issues?

Yes

No

22. If your answer is yes; how?

A. Through content monitoring B. Program schedule

C. Audience feedback D. if other mention it here.....

23. What could be the basic challenges for radio accessibility to rural women?

- A. Difficulties of radio set portability & operation to them
- B. Diversifying broadcasting language
- C. Content & format of radio program relating with rural women day to day life
- D. Broadcasters unable to identifying that rural women targeted program broadcasting in convenient date & time

24. Did the radio broadcasters well address rural women issues in their program?

- A. Yes Indeed
- B. Not at all

25. Do you believe the rural women use radio as information & knowledge sources?

- A. Yes Indeed
- B. No I don't think so
- C. Difficult to answer

26. If your answer is yes; what leads you for that conclusion

- A. With their feedback
- B. From our research findings
- C. From our field observation
- D. From Research findings of others

27. If your answer is No; what leads you for that conclusion

- A. With their feedback
- B. From our research findings
- C. From our field observation
- D. From others Research findings

28. As an authorized institution on broadcast services what is the challenges of radio accessibility for information & knowledge empowerment to rural women? List them

.....

.....

.....

29. As an authorized institution on broadcast services what should be the way outs to crossover the challenges of radio accessibility information & knowledge empowerment for rural women? List them

.....

.....
.....

30 .As an Authorized institution what is your & broadcasters share radio to be more accessible to the rural women?

.....
.....
.....

THANK YOU!

Annexture-III

Questionnaire Completed by Ethiopian Radio & Television Agency (ERTA)

About Ethiopia Radio National Broadcasting services

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with “Radio accesses to rural women for information & knowledge empowerment” for this research purpose, I need your organizational data & information input; for this reason I ask you ,your cooperativeness. The

information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential.

For those multiple choice question show your answer by encircled the letter of your choice

1. As public broadcaster do you believe Ethiopia radio broadcast service accessible to rural people?

B. Yes

B. No

2. If your answer is yes; how?

A. By considering different languages

B. By considering geographical area

C. By considering content & format

D. By considering broadcasting date &time

If other way.....

3. Did you consider in your plan rural women issues?

A. Yes

B. No

4. If your answer is yes; how?

A. Through budget allocation B. Through air time allocation

C. by giving especial training for program producer

5. Do you have radio program that focused on rural women issues

A. Yes indeed

B. Not at all

6. If your answer is yes, do you believe its broadcasting time is convenient to the rural women

A. sure B. somehow C. for majority D. difficult to answer

7. If your answer is yes; did you get any support from stakeholders

A. Yes

B. Not at all

8.If your answer is yes ;from where?

- A. federal & regional sectors/offices
- B. International organization those work on the area
- C. Local NGOs those work on the area

9. Did you try in your radio service to make more accessible to rural women?

- A. yes
- B. No

10. If your answer is yes; how?

- A. By allocate sufficient air time
- B. Program schedule
- C. By broadcasting convenient time
- D. By allocate enough budgets for field work
- E. we consider all of the above mentioned means

11. Did you work with Ministry of Women Children & Youth Affaires on rural women issues?

- A. Yes
- B. No

12.If your answer is yes; how you did?

- A. Through regular discussion time
- B. quarterly formal meeting
- C. Informal idea exchange

13. Did you get support from MOWCYA? for women focused radio program?

- A. Yes
- B. No

14.If yes ;how?

- A. Air time sponsorship
- B. Cover field work cost
- C. Preparing project proposal on the area

15. Did you get a feedback from MOWCYA?

A. Yes

B. No

16. If your answer is yes; when did you receive the feedback?

A. At the end of each weekly program

B. Quarterly

C. At the end of the year

D. Randomly send feedback when they feel need.

17. What lesson do you learn from MOWCYA feedback in general as input for the future production?

A. To stick the priority are

B. To give more coverage for officials

C. To make program broadcasting date twice in a week

D. To change the production format/approach

18. As radio broadcasters do you believe in your service rural women issues well addressed?

A. Yes Indeed

B. Not at all

C. Not satisfactory

19. What did you suggest to empower in information & knowledge rural women through radio?

A. content & format approach should be revised

B. It should be focus on their own issues

C. Increase rural women participation on program production

D. Broadcasting time should be considered

20. Do you believe that your radio service is accessible to rural women as expected

A. Yes

B. No

21.If your answer is No ;What could be the reason?

- E. broadcasting date& time being not conducive to rural women
- F. not related to the content & approach
- G. unable to afford to have radio set
- H. the type of radio set not easily portable ,& operable to rural women

22. As broadcasters what could be the major challenges to access radio media to rural women?

- A. being multicultural & multilingual society
- B. lack of infrastructure facility at rural village
- C. demanding big budget D. lack of skilled journalist on the area

23.As a broadcaster which kind of radio media (FM, National, Community) is preferable to address rural people for information & knowledge empowerment?

why?.....
.....
.....

24. As a broadcaster what do you think the major area that should be focused radio to be more accessible to rural women?

mention it
here.....
.....
.....

25.As national radio broadcaster what is your future plan to address in information &knowledge to rural people especially rural women?

Mention it
here.....

THANK YOU!

Annexure -IV

Questionnaire Completed by Fana Broadcasting Corporate (FBC)

About Radio Fana Broadcasting Services

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with “Radio accesses to rural women for information & knowledge empowerment” for this research purpose, I need your organizational data & information input; for this reason I ask you ,your cooperativeness. The information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential

For those multiple choice question show your answer by encircled the letter of your choice

1. As national broadcaster do you believe radio fana broadcast service accessible to rural people?

C. Yes

B. No

2. If your answer is yes; how?

B. By considering different languages

B. By considering geographical area

C. By considering content & format

D. By considering broadcasting date & time

If other way.....

3. Did you consider in your plan rural women issues?

A. Yes

B. No

4. If your answer is yes; how?

A. Through budget allocation

B. Through air time allocation

C. by giving especial training for program producer

5. Do you have radio program that focused on rural women issues

A. Yes indeed

B. Not at all

6. If your answer is yes ,do you believe its broadcasting time is convenient to the rural women

B. sure B. somehow C. for majority D .difficult to answer

7.If your answer is yes ;did you get any support from stakeholders

A. Yes

B. Not at all

8.If your answer is yes ;from where?

D. federal & regional sectors/offices

E. International organization those work on the area

F. Local NGOs those work on the area

9. Did you try in your radio service to make more accessible to rural women?

A. yes

B. No

10. If your answer is yes; how?

A. By allocate sufficient air time

B. Program schedule

C. By broadcasting convenient time

D. By allocate enough budgets for field work

E. we consider all of the above mentioned means

11.Did you work with Ministry of Women Children & Youth Affaires on rural women issues?

A. Yes

B. No

12.If your answer is yes; how you did?

A. Through regular discussion time

B. quarterly formal meeting

C. Informal idea exchange

13.Did you get support from MOWCYA? for women focused radio program?

A. Yes

B. No

14.If yes ;how?

- A .Air time sponsorship B. Cover field work cost
- C. Preparing project proposal on the area

15. Did you get a feedback from MOWCYA?

- A .Yes B. No

16. If your answer is yes; when did you receive the feedback ?

- E. At the end of each weekly program
- F. Quarterly
- G. At the end of the year
- H. Randomly send feed back when they feel need.

17. what lesson do you learn from MOWCYA feedback in general as in put for the future production?

- C. To stick the priority area
- D. To give more coverage for officials
- E. To make program broadcasting date twice in a week
- F. Change the production format/approach

18. As radio broadcasters do you believe in your service rural women issues well addressed?

- B. Yes Indeed B. Not at all C. Not satisfactory

19. What did you suggest to empower rural women through radio media?

- B. content & format approach should be revised
- B. It should be focus on their own issues
- C. Increase rural women participation on program production
- D. Broadcasting time should be considered

20. Do you believe that your radio service is accessible to rural women as expected

A Yes

B. No

21.If your answer is No ;What could be the reason?

- I. broadcasting date& time being not conducive to rural women
- J. not related to the content & approach
- K. unable to afford to have radio set
- L. the type of radio set not easily portable ,& operable to rural women

22. As broadcasters what could be the major challenges to access radio media to rural women?

- A. being multicultural & multilingual society
- B. lack of infrastructure facility at rural village
- C. demanding big budget
- D. lack of skilled journalist on the area

23.As a broadcaster which kind of radio media(FM, national ,community radio) is preferable to address rural people for information & knowledge empowerment?

why?.....
.....
.....

24. As a broadcaster what do you think the major area that should be focused radio to be more accessible to rural women?

List it
here.....
.....
.....

25.As national radio broadcaster what is your future plan to address in information &knowledge to rural people especially rural women?

.....
.....
.....

THANK YOU!

Annexure-V

Questionnaire completed by Ethiopia Radio National Broadcasting Services women focused program producers

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with “Radio accesses to rural women for information & knowledge empowerment” for this research purpose, I need your professional data & information input; for this reason I ask you ,your cooperativeness. The information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential.

For those multiple choice question show your answer by encircled the letter of your choice

Name.....

Position/title.....Sex

1. Marital status

- A. Single B. Married C. Divorce D. Widowed

2. Residence

- A. Addis Ababa B .Region C. Town D. Village

3. Education

- A. Certificate B. Diploma C. Degree D. Master

4. Training in media

- A. Certificate B. Diploma C .Degree D Master

5. Work experience in media

- A. 2-5 years B. 6-10 years C. 11-15 years D. 16 years & above

6. For how long you produce women focused program?

A. Just months B. One year C. Two years D. Three & above years

7. What is your information bases line for your women focused program production ?

A. Yearly plan B. Growth & transformation plan(GTP)

C. Periodical press release D. Especial event

8. For your program production what is your major information source?

A. document B. Interview C. Internet D. all

9. In your program the interviewee or information source input resembles?

A. To high officials (minister, directors and like)

B. To professional or expertise on the issues

C. To village communities at grass root level

D. It depends on the issue

10. As program producer how work relationship with your script editor on program production content wise?

A. Based on the overall plan and I receive direction or guidance from my editor how the program should workout.

B. I produce the program what I feel need & then approved it by my script editor

C. There is clearly settled plan on the area; both the producer as well as the editor have knowledge of it, accordingly we accomplish our duties

D. Unless We have current issues ;both of us have mutual understanding to produce the program according to our plan with time schedule & work out our duties accordingly.

11. Did you conscious about rural women; when you produce women focus program?

A. Yes

B. No

C. Not conscious

12. If your answer yes ;how?

A. With music selection

B. narration style & tone

C. The dialogue I used

D. All of the above mentioned case shall take into consideration

13. Did you get rural women audience feedback on aired program?

A. Yes

B. No

14. What lesson did you learn from the feedback assessment in general that help you for the next program production as an input?

A. To revise program production format/approach

B. To adjust broadcasting date & time

C. To continue as it is

D. Make it twice a week/to add more time

E. The issues that broadcast about rural women should be revised

15. Do you have feedback from rural women on your program ?

A. Yes

B. No

16. If your answered is yes; how did you get feedback?

A. Through informal dialogue

B. Through telephone message

C. Through Post or letters

D. If other way mention it here.....

17. If your answer is yes; what was their challenge?

A. Language difficulties

B. The program content not direct related with their life

C. Lack of time to listen radio

D. Lack of awareness its importance

E. If other mention it here.....

18. What lesson did you learn from rural women feed back?

A. To revise its content/approach

B. To revise program broadcasting date & time

C .Language we use must be consider the rural women

D. In program production wide coverage should give to rural women rather high officials

E. Our program approach should consider music, proverb, dialect of rural women

19. How did you get information from MOWCYA(Ministry of Women, Child & Youth Affairs)?

- A. Official press release quarterly plan & report
- B. Especial interview
- C. Periodical press conference
- D. Event invitation
- E. In all of the above means

20. Is your organization committed to cover in rural women issue?

- A. Yes
- B. No

21. If your answer is yes; how ?

- A. By providing budgeting for field work
- B. B. By allocate sufficient air time for broadcast
- C. By assigning well skilled program producer

22. Are you interested to go out field (rural village) to gather information?

- A. Yes
- B. No

23. If is yes; do you want to stay long?

- A. Yes
- B. No

24. If your answer is No; why?

- A. B/c there is lack of infrastructure facilities
- B. B/c I feel unsafe
- C. B/c of difficulties to socialize with village community
- D. B/c of difficulties to adopt the environment

25.As program producer in your program production, what is the major challenge to target rural women?

- A .Staying long period field (rural village) for data gathering
- B. By afraid/shyness rural women to give information
- C. we ourselves not well informed about rural women interest
- D. B/c we didn't have especial rural women targeted program, difficult to address rural women effectively.

26. Do you remember any broadcasted program that focused on rural women awarded by MOWCYA?

- A. Yes
- B. No

27. If your answer is yes, what was the reason that push them to award the program?

- A. B/c of its importance
- B. B/c of its program production approach
- C. B/c of it shows the overall picture of Ethiopian women life
- D. B/c of it's the program touched many women's life positively
- E. B/c of the program alert stakeholders to work to give especial attention on rural women

28.As program producer what are the major challenges of radio accessibility to rural women for information &knowledge empowerment?

List them

.....

.....

.....

.....

29.As program producer what should be the way outs to crossover the challenges of radio accessibility to rural women?

List

them.....

.....

.....

.....

30.As program producer what could be your role radio to be more accessible to rural women?

.....
.....
.....
.....

THANK YOU!

Annexure-VI

**Questionnaire completed by Radio Fana National
Broadcasting Services women focused program producers**

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with “Radio accesses to rural women for information & knowledge empowerment” for this research purpose, I need your professional data & information input; for this reason I ask you, your cooperativeness. The information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential.

For those multiple choice question show your answer by encircled the letter of your choice

Name.....

Position/title.....Sex

1. Marital status

- A. Single B. Married C. Divorce D. Widowed

2. Residence

- A. Addis Ababa B. Region C. Town D. Village

3. Education

- A. Certificate B. Diploma C. Degree D. Master

4. Training in media

A. Certificate B. Diploma C .Degree D Master

5.Work experience in media

A.2-5 years B.6-10 years C.11-15years D.16years &above

6.For how long you produce women focused program?

A. Just months B. One year C. Two years D.Three & above years

7. What is your information bases line for your women focused program production ?

A. Yearly plan B. Growth & transformation plan(GTP)
C. Periodical press release D. Especial event

8.For your program production what is your major information source?

B. document B. Interview C .Internet D. all

9.In your program the interviewee or information source input resembles?

E. To high officials (minister, directors and like)
F. To professional or expertise on the issues
G. To village communities at grass root level
H. It depends on the issue

10.As program producer how work relationship with your script editor on program production content wise?

E. Based on the overall plan and I receive direction or guidance from my editor how the program should workout.
F. I produce the program what I feel need & then approved it by my script editor
G. There is clearly settled plan on the area; both the producer as well as the editor have knowledge of it, accordingly we accomplish our duties
H. Unless We have current issues ;both of us have mutual understanding to produce the program according to our plan with time schedule & work out our duties accordingly.

11. Did you conscious about rural women; when you produce women focus program?

- A. Yes
- B. No
- C. Not conscious

12.If your answer yes ;how?

- B. With music selection
- B. narration style & tone
- C. The dialogue I used
- D. All of the above mentioned case shall take into consideration

13. Did you get rural women audience feedback on aired program?

- A. Yes
- B. No

14.What lesson did you learn from the feedback assessment in general that help you for the next program production as an input?

- F. To revise program production format/approach
- G. To adjust broadcasting date & time
- H. To continue as it is
- I. Make it twice a week/to add more time
- J. The issues that broadcast about rural women should be revised

15. Do you have feedback from rural women on your program ?

- A .Yes
- B. No

16. If your answered is yes; how did you get feedback?

- E. Through informal dialogue
- F. Through telephone message
- G. Through Post or letters
- H. If other way mention it here.....

17.If your answer is yes; what was their challenge?

- A. Language difficulties
- B. The program content not direct related with their life
- C .Lack of time to listen radio
- D .Lack of awareness its importance
- E. If other mention it here.....

18. What lesson did you learn from rural women feedback?

A. To revise its content/approach

B. To revise program broadcasting date & time

C. Language we use must be consider the rural women

D. In program production wide coverage should give to rural women rather high officials

E. Our program approach should consider music, proverb, dialect of rural women

19. How did you get information from MOWCYA (Ministry of Women, Child & Youth Affairs)?

F. Official press release quarterly plan & report

G. Especial interview

H. Periodical press conference

I. Event invitation

J. In all of the above means

20. Is your organization committed to cover in rural women issue?

A. Yes

B. No

21. If your answer is yes; how?

D. By providing budgeting for field work

E. B. By allocate sufficient air time for broadcast

F. By assigning well skilled program producer

22. Are you interested to go out field (rural village) to gather information?

A. Yes

B. No

23. If is yes; do you want to stay long?

A. Yes

B. No

24. If your answer is No; why?

A. B/c there is lack of infrastructure facilities

- B. B/c I feel unsafe
- C. B/c of difficulties to socialize with village community
- D. B/c of difficulties to adopt the environment

25.As program producer in your program production, what is the major challenge to target rural women?

- A .Staying long period field (rural village) for data gathering
- B. By afraid/shyness rural women to give information
- C. we ourselves not well informed about rural women interest
- D. B/c we didn't have especial rural women targeted program, difficult to address rural women effectively.

26. Do you remember any broadcasted program that focused on rural women awarded by MOWCYA?

- A. Yes
- B. No

27. If your answer is yes, what was the reason that push them to award the program?

- F. B/c of its importance
- G. B/c of its program production approach
- H. B/c of it shows the overall picture of Ethiopian women life
- I. B/c of it's the program touched many women's life positively
- J. B/c of the program alert stakeholders to work to give especial attention on rural women

28.As program producer what are the major challenges of radio accessibility to rural women for information & knowledge empowerment?

List them

.....

.....

.....

.....

29.As program producer what should be the way outs to crossover the challenges of radio accessibility to rural women?

List
them.....
.....
.....
.....

30.As program producer what could be your role radio to be more
accessible to rural women?

.....
.....
.....
.....

THANK YOU!

Annexure-VI

Questionnaire completed by the Ministry Of Women, Children & youth Affairs (MoWCYA)

My name is Aynalem Gashawtena from Indiria Gandhi National Open University; From Rural Development Studies. I am working a research entitled with "Radio accesses to rural women for information & knowledge empowerment" for this research purpose, I need your organizational data & information input; for this reason I ask you ,your cooperativeness. The information is for academic research purpose only. Therefore your participation to responding those questions is highly appreciated. Your answers are completely confidential.

For those multiple choice question show your answer by encircled the letter of your choice

1. Do you believe rural women have informed about the plan & strategies of women's Issues?

- A. Yes indeed B. Not at all C. Not sure

2. If your answer is Yes ;how?

- A. Through media
B. through grass root level mobilization
C. through extension workers
D. In all of the above mentioned means

3. Do you believe media community have enough information & knowledge about policy & strategy of women's issues?

- A. Yes B. No

4. If yes; How do you communicate with media for clarification of Women's issue?

- A. Through discussion form with media community

Annexure-VII

Women Focused Radio Program Assessment Format sample

Program analysis format we analyze women focused weekly program that broadcast in 2012/13

For six month back a randomly pick the program with systematic sampling we pick two program per month with fifteen days interval we assess about 12 program from each broadcaster

Just pick two broadcaster which are radio Ethiopia & radio Fana national broadcasting service; the reason that this two broadcaster are selected because both of them are operationally national broadcast service the others are not yet operationally.

program theme	Content focus area (Economic ,social political)	Music style Local/traditional &modern	The program format	Interviewee	Program. Producer & Presenter
HIV positive women economic empowerment	Social & economical	Modern	Interview &narration	HIV positive &women mayor of the city	Women
Women who are organize themselves & work	Economical	traditional	Interview &narration	Rural women	Women
International anti HIV Aids, white raven day.	Social	modern	Panel discussion with stake holders	Expertise High officials HIV positive women	Women