



18. Appendices

Appendix 1: Interviewees

Adey Abebe, Communication Expert; NGO: Christian Relief and Development Agency, Ethiopia

Amare Aregawi, Editor and Publisher; Media Practitioner, Private Sector: *The Reporter*, Media Communication Centre, Ethiopia

Mekonnen Birru, Deputy Editor-in-Chief; *Addis Zemen*; Veteran state press journalist, Ethiopia

Professor Abiyi Ford, Dean; Educator: School of Journalism and Communications, University of Addis Ababa, Ethiopia

Tabor Gebremedhin, Deputy Manager; Government: Ethiopia Radio and Ethiopian Television; Government: Board of Broadcast Media and Management, Ethiopia

Berhan Hailu, Minister of Information; Government: Ministry of Information, Ethiopia

Paul Hector, Communication Expert; NGO: United Nations Educational, Scientific and Cultural Organisation, Ethiopia

Tigist Hiruy, Head; Educator: Department of Journalism and Communication at Unity University College, Ethiopia

Tigist Kassa, Private Media Consultant; Media Entrepreneur, Ethiopia

Teferi Mekonnen, Journalist; Media Practitioner, Private Sector: formerly an editor of *Eftin* Newspaper, Ethiopia

Dr Tamirie Teka, Country Representative; NGO: Panos, Ethiopia

Dr Negussie Tefera, Country Representative; NGO: Population Media Centre, Ethiopia

Abebech Wolde, Executive Directress; Media Support: Ethiopia Media Women's Association, Ethiopia

Taddese Zenaye, Director; Educator: School of Journalism and Communications (formerly Ethiopian Mass Media Training Institute), University of Addis Ababa, Ethiopia

Note that one interviewee asked to remain anonymous.

Appendix 2: Media development projects/activities described in Section 14

Interviewee name and organisation	Specific media development project: title	Key purpose/aim of project/initiative/ or activity	Project time span (dates or length in months/years of project) and status (ongoing etc)	Outcome sought	Target audience	Evaluation ⁸ method used (if any)	Result of evaluation	Is/was this project/activity considered by your organisation to be a success? On what basis?
Prof Abiyi Ford, Addis Ababa University	School of Journalism and Communication	Train professional journalists	10 years (which will gradually phase out) ongoing	Professional journalists	Those working or planning to work in media	Biannual reports and meetings with NORAD, the donor organisation	Satisfactory	Yes, it is going as planned
Tabor Gebremedhin Ethiopia Radio and Ethiopia Television Organisation	FM radio broadcasting	Establishing regional radio broadcasting in Amhara	Not specified	Launching of the station with a unit for in-house training for journalists	Amhara region	Reports	Satisfactory	A success because the station is now in place; but not executed as originally planned. For example, it does not have a unit for in-house training
Dr Tamire Teka Panos Ethiopia	A number of activities such as workshops, conference forum on one hand and efforts made to help found community media. Not specified by interviewee	1. Help the process of independent media development 2. Support the establishment of community media	Not specified	Help the process of establishing different media outlets	General audience but specifically those engaged in media development initiatives	Different reports submitted to funding agencies	Satisfactory	Partly successful because the debates and discussions continued; however, the efforts to establish community media failed for various reasons

⁸ The interviewees mention general evaluation systems that they usually apply; however, they are not specific in terms of a) the topic of the projects they claim they have undertaken, b) the yardsticks they use in evaluating each specific project. Of course, it is formal to produce reports about the projects either to the government or the funding agency or both.

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Appendix 2: Media development projects/activities described in Section 14 – continued

Berhan Hailu, Ministry of Information	Not specified by the interviewee	1. Enhance Ethiopian Radio (ER) and Ethiopian Television (ETV) coverage 2. Create website service for ER and ETV 3. Digitalise archive materials 4. Short-term training	Not specified by interviewee.	1. Reaching more audience 2. Providing online service 3. Preserving archive materials 4. Enhancing the professional capacity of journalists	1. General audience 2. General audience including Ethiopians residing abroad 3. For use by both staff and public 4. Staff	Not specified by the interviewee	1. Satisfactory coverage is said to have increased significantly 2. Satisfactory 3. Satisfactory 4. Satisfactory	1. Success as per the original objectives 2. Success because it was achieved as planned 3. Success because it was done as planned 4. No specific reason
Paul Hector, UNESCO	Not specified by the interviewee	1. Training radio journalists 2. Short term training, workshops and conferences	1. Not specified 2. Short-term	1. Special training in radio journalism 2. Awareness raising	1. Radio journalists from EMMTI 2. Various stake holders	Not specified by the interviewee	1. Failed 2. Satisfactory	1. Failed, never conducted because of a delay in the issuing of licences for private broadcasters and the status of EMMTI was not known 2. Success. All conducted and results as planned

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