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## **ETHIOPIA** **Media and telecoms landscape guide**

**September 2011**

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## **1. Introduction**

Ethiopia is prone to devastating droughts and severe food shortages.

This country of 83 million people has a huge rural population dependent on subsistence farming.

It has suffered repeated famines. Over the past 50 years, these have often been aggravated by conflict.

In October 2011, southern and eastern Ethiopia was once more in the grip of a prolonged drought that was also devastating Somalia and northern Kenya.

According to the UN Office for the Coordination of Humanitarian Affairs (OCHA), 4.6 million Ethiopians were in need of humanitarian assistance.

In October 2011, Ethiopia also hosted nearly 300,000 refugees from neighbouring states. Most were Somalis fleeing war, drought and famine in their homeland.

The main concentration of Somali refugees – 133,000 - was at the Dolo Ado complex of refugee camps in the arid Ogaden region, close to the point where the borders of Ethiopia, Somalia and Kenya meet.

The other main groups of refugees in Ethiopia were from Sudan and Eritrea.

Ethiopia has enjoyed relative peace and stability since Prime Minister Meles Zenawi and his Ethiopian People's Revolutionary Democratic Front (EPRDF) came to power in 1991 at the end of a civil war.

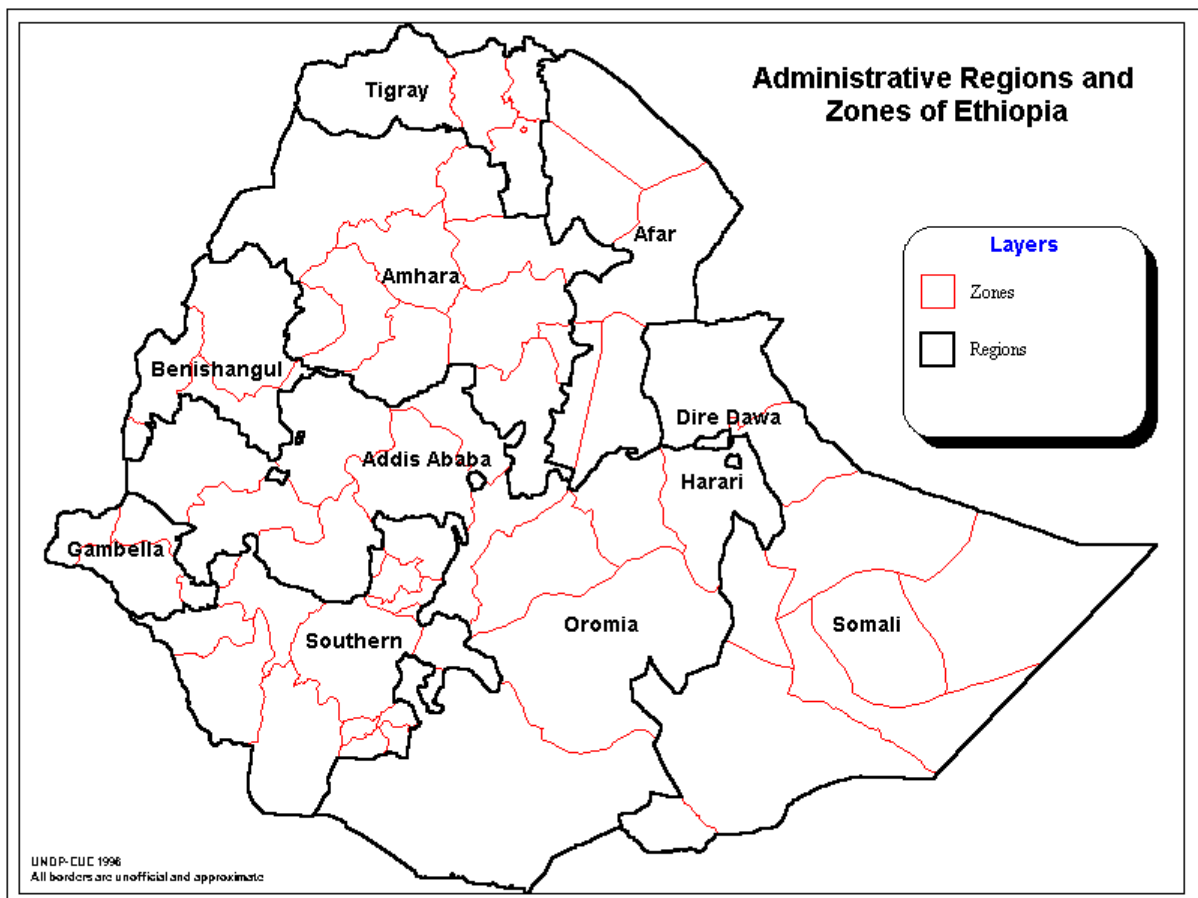
However, there has been conflict with Eritrea, which broke away from Ethiopia to become an independent state in 1993.

There has also been persistent tension and repeated conflict with Somalia.

For several decades, Ethiopia has faced an insurgency in its eastern Ogaden region by ethnic Somali rebels seeking to break away from Ethiopia in order to unite the region with Somalia. The Ogaden has been officially renamed by the current government as the Somali administrative region.

Low-level conflict between the Ethiopian security forces and separatists guerrillas in the Ogaden erupted into a full-scale war between Ethiopia and Somalia from 1977 to 1978. The result was inconclusive. Ethiopia retained nominal control of the region.

In 2006, Ethiopia launched a military intervention in Somalia, which was then split between warring factions and had no functioning central government.



### UNDP map of Ethiopia showing administrative districts

The Ethiopian government sent troops into Mogadishu to prop up an internationally supported transitional administration. This was under siege from various armed factions which controlled most of southern and central Somalia.

The Ethiopian task force prevented the insurgents from over-running Mogadishu and secured control of a handful of other key towns, But it failed to prevent the insurgents from holding sway in most of South and Central Somalia.

The Ethiopian force withdrew in 2009 and was replaced by an African Union peacekeeping force. By October 2011, this had gained control of most of the city of Mogadishu, but had failed to dislodge the insurgents from other parts of the country.

Ethiopia remains in many ways a very traditional and conservative society, isolated and aloof from foreign influence, despite the political tumult of its recent past.

The country was never colonised by European powers, despite a brief period of Italian occupation from 1935 until 1943.

In 1974, Emperor Haile Selassie was overthrown by a left-wing military coup led by Lieutenant Colonel Mengistu Haile Mariam.

During Mengistu's 17-year rule, Ethiopia suffered from continuous political violence as his Soviet-backed government sought to impose Marxist rule on the country.

Rebel groups fighting against Mengistu's rule in Eritrea and the northern province of Tigray steadily gained in strength during the 1980s.

The impact of droughts and famines during Mengistu's rule was aggravated by this conflict. The fighting impeded humanitarian access to vast areas of the interior.

Mengistu's "villagisation" policy, which forced millions of peasants to move from small outlying settlements into larger government-controlled villages, also caused great hardship.

It is widely estimated that up to one million people died of hunger and related diseases during the 1984-85 famine in northern Ethiopia.

Today, Ethiopia has a strong central government that allows for some local autonomy in several ethnically-based administrative regions.

The government maintains tight control over the media and a state monopoly on telecommunications services.

The ruling EPRDF began life as an armed rebel movement based in the northern province of Tigray.

After fighting its way to power in 1991, the EPRDF transformed itself into national political party.

It has allowed the emergence of a multi-party system and has granted a measure of autonomy to the main tribal areas.

However, most local administrators are stalwarts of the ruling party and their loyalty to central government gives the federal authorities in Addis Ababa a strong hand throughout the nation.

The government holds regular elections. However, after 20 years in power, the EPRDF remains the dominant political force in the country.

Opposition parties complain that they have been marginalised by the EPRDF's tight control of radio and television, the persecution of opposition activists and election rigging.

According to the official results of the May 2010 general elections, the EPRDF won 499 of the 547 seats in parliament.

Parties allied to the EPRDF won a further 44 seats. Genuine opposition candidates won just two.

Two armed rebel movements are still active in Ethiopia. They conduct sporadic guerrilla attacks, but are not regarded as a major threat to national security.

The Oromo Liberation Front (OLF) seeks greater autonomy and influence in national affairs for the Oromo people of southern Ethiopia.

The Oromos are one of the largest ethnic groups in Ethiopia, accounting for nearly one third of the total population.

However, they have long felt marginalised from the political process.

Under Haile Selassie and Mengistu, Ethiopia's central government was dominated by the Amhara people of the central highlands.

Under Meles Zenawi, the balance of power has shifted away from the Amhara towards the Tigrayan people of northern Ethiopia.

But many Oromos still feel sidelined.

In August 2011, the human rights organization Amnesty International said two Oromo politicians were arrested after meeting with one of its researchers. The pair were accused of terrorism and links to the OLF.

The second rebel movement is the Ogaden National Liberation Front (ONLF).

This seeks self-determination for the ethnic Somali population of Ethiopia's eastern Ogaden region. This roughly coincides with the modern Somali administrative region of eastern Ethiopia.

The ONLF does not overtly pursue the goal of incorporating the Ogaden into a greater Somalia, but this is widely assumed to be its ultimate objective.

In 2007, the government ordered the International Committee of the Red Cross (ICRC) to cease operations in southeastern Ethiopia, after accusing some of its employees there of favouring the ONLF.

The ICRC strongly denied these allegations, but four years later in October 2011 it was still banned from operating in the troubled region.

Eritrea seceded peacefully from Ethiopia in 1993, turning the rump of the country into a landlocked state.

Relations between Ethiopia and Eritrea deteriorated steadily thereafter. Fighting broke out in 1998 over the disputed border town of Badme.

Up to 100,000 people were killed and one million were displaced during the ensuing two-year conflict.

Relations between Ethiopia and Eritrea remain tense. Ethiopia today conducts most of its foreign trade through the port of Djibouti rather than the Eritrean port of Asab, which was once its main outlet to the Red Sea.

The conflicts with Somalia and Eritrea have created a difficult operating environment for humanitarian organizations.

The government regards some of the people living near the border with these two countries as potential enemies of the state – particularly ethnic Somalis.

It also views many of the refugees arriving across these borders with suspicion.

Sources in Addis Ababa who were familiar with situation said in August 2011 that government security officials routinely screened new arrivals from Somalia before they reached UN and NGO-administered registration centres.

The security officials denied entry to any would-be refugees who were regarded as a potential security threat, the sources said.

Access for aid workers to areas near the border with Eritrea and Somalia may be restricted.

Nearly all radio and TV stations are owned by the government and interests close to the ruling EPRDF party.

Newspapers barely circulate outside Addis Ababa and a handful of other major cities, such as Adama (also known as Nazret), Dire Dawa and Gondar.

Most are either owned by the government or interests close to the EPRDF.

Media criticism of the government and ruling party is virtually unheard of.

The state-run telecommunications company Ethio Telecom has a monopoly of mobile and landline telephone services and internet service provision.

The national language of Ethiopia is **Amharic**, the language of the large Amhara ethnic group which lives in the region around Addis Ababa in the central highlands.

Amharic has its own alphabet, which has common roots with Arabic script.

However, only one in three Ethiopian adults can read and write, according to UNESCO.

**English** is widely spoken by the educated urban elite. It is used extensively in government documents and in business.

Native Amhara speakers account for nearly one third of Ethiopia's population.

The other main languages spoken are **Oromo** in the south of the country, **Tigrinya** in the north and **Somali** in the southeast.

Since the EPRDF came to power in 1991, the government has encouraged the use of local languages in the education system.

Ethiopia's 2007 census showed a population of 74 million, growing by 2.6% a year.

In 2011, the World Bank estimated the population had increased to 83 million.

The 2007 census found that nearly 63% of Ethiopians were Christian, Most belonged to the Ethiopian Orthodox Church.

This church plays an important role in Ethiopia's culture and is closely associated with its history as an independent country. In many ways it is a symbol of Ethiopia's unique identity.

The 2007 census found that nearly 33% of Ethiopians were Muslim and the remaining 2% were animists.

Aid workers say government officials in rural areas are often suspicious of the activities of international aid agencies and may seek to restrict and control their activities.

Under the terms of a controversial 2009 law, NGOs deriving more than 10 percent of their funding from overseas are prohibited from working in virtually all areas of human rights and advocacy.

The government says this law promotes openness and financial transparency.

Opponents, of the law including the US-based NGO Human Rights Watch, say it hinders civil society activities.

The government is particularly sensitive about the publication of information concerning conflict and food security.

Humanitarian organisations planning to launch communications initiatives with local communities through the media should coordinate their actions with the Ethiopian government and other stakeholders through OCHA and the Cluster leads.

The contact details of the OCHA office in Addis Ababa are:

Tel: +251 11-5513725

Email: [OCHA-eth@un.org](mailto:OCHA-eth@un.org)



<b>Media Focal Points for Humanitarian Agencies in Ethiopia</b>			
<b><u>Focus issue</u></b>	<b><u>Cluster Lead Agency</u></b>	<b><u>Media Focal Point</u></b>	<b><u>Telephone</u></b>
<b><i>Coordination IDPs/Protection</i></b>	OCHA	Kristen Knutson	251911252344
<b><i>Food Aid</i></b>	WFP	Judith Schuler	251911201976
<b><i>Nutrition Water, Sanitation &amp; Hygiene Child Protection Education</i></b>	UNICEF UNICEF	Sacha Westerbeek Indrias Getachew Kerida McDonald	251911255109 251911254018 251911505520
<b><i>Agriculture &amp; Livestock</i></b>	FAO	Adrian Cullis	251920341384
<b><i>Emergency Health</i></b>	WHO	Mikias Sisay	251911611076
<b><i>Refugees</i></b>	UNHCR	Millicent Mutuli Kisut Gebre Ggziabher	251911911207906 251911208901
<b><i>Gender</i></b>	UNFPA	Rahab Njoki Kinyanjua	251910530796
<b><i>Shelter &amp; NFIs Migration</i></b>	IOM	Liyunet Demsis	251911617537

## Ethiopia at a glance

Population (2011 estimate)	83 million (World Bank)
Main languages (2007 census)	<b>Amharic</b> (official) 32.7%, <b>Oromo</b> 31.6%, <b>Tigrinya</b> 6.1%, <b>Somali</b> 6%, <b>English</b> is the main foreign language taught in schools
GDP per capita	\$344 (World Bank 2011)
Radios per 1,000 people (2004)	167 – 202 Source: <a href="http://www.populstat.info/Africa/ethiopig.htm">http://www.populstat.info/Africa/ethiopig.htm</a>
TV sets per 1,000 people (2004)	4 – 6 Source: <a href="http://www.populstat.info/Africa/ethiopig.htm">http://www.populstat.info/Africa/ethiopig.htm</a>
Adult literacy rate (UNESCO 2005)	total population: 29.8% male: 41.9% female: 22.8%
Mobile phone penetration (2011)	13% (Ethio Telecom) 6.2% (BuddeComm)
Mobile phone subscribers (2011)	10.5 million (Ethio Telecom)
Mobile network coverage	N/A
Internet users (2010)	0.75 per 100 (ITU)
Ranking in UN Human Development Index 2010	157 of 169 countries included
Ranking in RSF World Press Freedom Index 2010	139 of 178 countries surveyed

## **2. Media overview**

Radio is the main source of news and information in Ethiopia, especially in the rural areas where 80% of the population lives.

However, many people in the countryside simply rely on word of mouth, particularly what they hear at community meetings or through their local church or mosque.

Television is the most popular source of information in the main cities.

There are several newspapers, but their circulation is low and they are only available in Addis Ababa and the main towns.

Fewer than 1% of Ethiopians have access to the internet.

The media are dominated by state radio and television.

The government maintains tight control on news and information.

News reports that are critical of the government are extremely rare.

Journalists constantly practice self censorship to keep out of trouble with the authorities.

The state-run **Ethiopian Radio and Television Agency (ERTA)** runs Ethiopia's only nationwide radio and TV services.

Its flagship radio station, **Ethiopia Radio**, reaches a potential audience of 45 million people on medium wave – just over half the population - according to the Electoral Reform International Services (ERIS) Ethiopia Media Mapping Survey, [www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf](http://www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf) published in 2011.

This report was produced by the UK-based NGO ERIS with funding from the British government.

Please note that this guide does not give actual audience figures for each radio and TV station. Reliable audience data for Ethiopia does not exist.

The ERIS figures given for the potential audience of each broadcaster simply refer to the size of population that lives within its coverage area.

The ERTA national TV channel **Ethiopian Television** broadcasts from transmitters in 27 towns and cities across the country. It claims to reach a potential audience of 25 million.

However, television is essentially an urban phenomenon in Ethiopia. Most people who live in the countryside are too poor to afford a TV set.

Furthermore, few rural areas have electricity and Ethiopia's mountainous terrain ensures that in most parts of the country, the geographical reach of each transmitter is quite limited.

In addition to ERTA, the government runs eight regional mass media agencies.

These provide regional radio and TV services from the following cities:

- **Adama** (also known as **Nazret**) (Oromia)
- **Addis Ababa**
- **Bahir Dar** (Amhara)
- **Dire Dawa** (Dire Dawa)
- **Harar** (Harari)
- **Hawassa** (also spelt **Awassa**) (SNNPR)
- **Jijiga** (Somali)
- **Mekele** (Tigray)

Oromia Mass Media Agency is the largest regional broadcaster in Ethiopia. According to the 2011 ERIS Media Mapping survey, it employs nearly 200 full-time journalists and about 100 part-timers.

The government maintains a complete monopoly on television broadcasting, but it has licensed a handful of private radio stations.

The largest of these are **Fana Radio**, based in **Addis Ababa** and **Dimtsi Weyane Tigray (DWET)**, based in **Mekele**, the capital of the northern Tigray region.

However, both these stations are controlled by interests close to the ruling Ethiopian People's Revolutionary Democratic Front (EPRDF) party.

Three genuinely private FM radio stations exist in Addis Ababa, but they all steer well away from critical news reporting that might upset the government.

Since 2008, the government has also set up nine community FM radio stations in various small towns across the country.

These are partly funded by the government, partly by advertising and partly by donations from various organizations and individuals.

In most parts of Ethiopia, state radio and TV are the only sources of broadcast information available.

Two international radio stations broadcast to Ethiopia in **Amharic** on Short Wave; **Voice of America (VOA)** and Germany's **Radio Deutsche Welle**.

The government has been accused of jamming both stations.

In 2010, Prime Minister Meles Zenawi likened VOA's Amharic service to Radio Mille Collines, the Rwandan radio station which incited hatred and violence against Tutsis in the 1994 genocide.

The US-based civil liberties organization Freedom House downgraded Ethiopia from "partly free" to "not free" in its 2011 Freedom in the World index of political liberties.

This move followed a government crackdown on opposition parties and the media during and after the 2010 general elections.

The ruling EPRDF and its allies won all but two of the 547 seats in Parliament in these elections.

The press freedom organization Reporters Sans Frontieres (RSF) ranked Ethiopia 139<sup>th</sup> out of 178 countries listed in its 2010 Press Freedom Index.

*"Prime Minister Meles Zenawi and his government have been tightening their grip on news and information in the last months. Ethiopia has joined the list of sub-Saharan countries that are keeping a close eye on the media and are trying to control or influence editorial policies. Due to their increasing intolerance, the authorities are doing everything they can to stifle the critical impulses of journalists and to make life difficult for the private media,"* RSF said in a statement in March 2011.

There are some privately owned newspapers in the capital Addis Ababa, but their news and current affairs coverage is dominated by shallow and largely uncritical reporting of the government.

Ethiopian journalists working for the international media say they are frequently contacted by government officials who complain about their reports, which are closely monitored.

Visiting foreign journalists are generally free to report, provided they obtain government press accreditation and conform to other procedural regulations.

CNN, BBC, Euronews and Al-Jazeera are available on satellite television. But this is beyond the means of most Ethiopians.

The ERIS Audience Survey Ethiopia 2011 [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011), a companion report to the ERIS Ethiopia Media Mapping Survey, found that 80% of Ethiopians use radio as a source of news and information.

The survey of 3,999 people was conducted in several different regions of Ethiopia in late 2010.

More than half the respondents cited radio as their most important and reliable source of information.

Nearly two thirds also mentioned television as a source of information. However, the ERIS survey found that most Ethiopian viewers do not have a TV set in their own homes. They watch television in a cafe, bar or restaurant or at a friend's house.

Word of mouth was the third most important source of information. It was mentioned by 49% of respondents in the ERIS survey.

In fact, word of mouth was the single most important source of information for people in the remote provinces of **Afar** and **Somali**.

Other important sources of information mentioned were community meetings, churches and mosques and the mobile phone.

Only 13% of the respondents said they received information from newspapers.

According to UNESCO, fewer than 30% of Ethiopian adults can read and write. Some other sources put the literacy rate higher at around 40%. Literacy is higher in men than in women.

Ethiopian journalists cite political pressures, low salaries and a lack of professionalism as major obstacles to the improvement of the local media.

Self-censorship and close vetting of news reports by politically appointed editors is common.

Journalists particularly avoid stories that might be perceived as exacerbating ethnic or religious tensions.

According to ERIS, most Ethiopian journalists earn about 2,500 Birr (US\$150) per month.

**Amharic** is the main language used by national radio and TV, but regional stations broadcast most of their output in local languages.

The most widely spoken are **Oromo**, **Tigrinya** and **Somali**, but many other languages are also used in local broadcasting.

Aid agencies planning to use the Ethiopian media to communicate with assisted population groups should liaise closely with the **Government Communications Affairs Office**, which acts as government spokesman, **the Ethiopian Broadcasting Authority (EBA)**, which licences radio and television stations and regulates their activity, and the **Ethiopian Radio and Television Agency (ERTA)**, which operates the government's national radio and television services.

**Government Communications Affairs Office**

Minister and government spokesman - Bereket Simon

Mob: +251 (0) 911231222

State Minister of Communication Affairs - Shimeles Kemal

Mob: +251 (0) 911238410

**Ethiopia Broadcasting Authority [www.eba.gov.et](http://www.eba.gov.et)**

Director-General - Leul Gebru

Tel: +251 11 553 6479

Mob: +251 911 201 574

Email: [leul40@yahoo.com](mailto:leul40@yahoo.com)

Address: Haile-Alem Building, Haile Gebreslase Road Near Ureal Church, Addis Ababa.

**Ethiopian Radio and Television Agency [www.ertagov.com/en](http://www.ertagov.com/en)**

Tel: +251-11- 5524079

549064

549064

Editorial issues email address: [newsroom@erta.gov.et](mailto:newsroom@erta.gov.et)

**Ethiopian News Agency [www.ena.gov.et](http://www.ena.gov.et)**

Tel. 251 11 155 0011

E-mail: [ena@ethionet.et](mailto:ena@ethionet.et)

Belay Zeleke Road, Addis Ababa, Ethiopia.

### **3.Radio**

#### **Overview.**

Radio is the most important source of news and information in Ethiopia.

Four out five Ethiopians use radio as a source of information, according to the ERIS Audience Survey Ethiopia 2011 [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011)

This media audience survey of 3,999 people throughout Ethiopia was conducted in late 2010 by Electoral Reform International Services (ERIS) of the UK.

Nearly three quarters of respondents said they had easy access to a working radio set. Just over half cited radio as their most important and most reliable source of information.

60% said they had listened to radio in the past day.

However, access to radio was unusually low in the remote Gambella region of southwestern Ethiopia – below 16%.

Nearly all radio stations in Ethiopia are controlled by the government or interests with close links to the ruling Ethiopian People's Revolutionary Democratic Front (EPRDF) party of Prime Minister Meles Zenawi.

Only three commercial FM stations in the capital Addis Ababa are owned by private business rather than political interests.

The umbrella grouping for state radio and television is the **Ethiopia Radio and Television Agency (ERTA)**.

This runs **Ethiopia Radio**, the only radio station with a genuinely nationwide reach, and **Addis FM 97.1**, which broadcasts to the capital and the surrounding area.

**Ethiopia Radio** claims to reach a potential audience of 45 million people – just over half the population – through its network of Medium Wave transmitters across the country.

The station broadcasts mainly in **Amharic**, but also has daily programmes in **Oromo, Tigrinya, Somali, Afar** and **English**.

Beneath ERTA, there are eight government-run regional mass media agencies.



These provide regional radio and TV services from the following cities:

- **Addis Ababa**
- **Adama** (formerly called **Nazret**) (Oromia)
- **Bahir Dar** (Amhara)
- **Dire Dawa** (Dire Dawa)
- **Harar** (Harrari)
- **Hawassa** (also commonly spelt **Awassa**) (SNNPR)
- **Jijiga** (Somali)
- **Mekele** (Tigray)

**Oromia Mass Media Agency** is the largest regional broadcaster in Ethiopia.

According to the 2011 ERIS Media Mapping survey, [www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf](http://www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf) its radio and TV broadcasts reach a potential audience of 15 million people.

**Radio Fana**, a private Addis Ababa radio station with close links to the EPDRF, also reaches a wide audience across Ethiopia.

Radio Fana says that its Medium and Short Wave broadcasts reach 30 million people.

Its **Fana FM** subsidiary broadcasts on FM in eight cities across Ethiopia. It claims a potential audience of eight million.

According to the **Ethiopian Broadcasting Authority (EBA)**, the government body which licenses and regulates TV and radio stations, there are eight community FM radio stations with a more restricted reach based in the following towns:

- **Bonga** (SNNPR)
- **Durame** (SNNPR)
- **Kelle** (SNNPR)
- **Kombolcha** (Amhara)
- **Sudie** (also commonly spelt **Sude**) (Oromia)
- **Sekota** (Amhara)
- **Gachenie/Argoba** (Afar)
- **Jimma** (Oromia)

The government began to licence community radio stations in 2008, but most of them only began broadcasting in 2010 and 2011.

The community stations are partly financed by the government, but they also raise revenue from advertising and donations. Many of their staff are volunteers.

Most of them serve small ethnic groups which have a strong sense of local identity.

Ethiopia's larger radio stations, especially those based in Addis Ababa, mainly broadcast in **Amharic**. However, they also weave selected programmes in Ethiopia's other main languages into their broadcasts.

Regional and community radio stations mainly broadcast in the local languages spoken within their coverage area.

According to the ERIS media audience survey, the peak listening times for radio are between 06.00 and 10.00 in the morning and between 18.00 and 22.00 at night.

Evening broadcasts command the highest audiences.

Most people listen to radio at home or at a neighbour's house. There is very little communal listening.

News and current affairs programmes attract the biggest audience nationwide, according to the ERIS survey.

Nearly 53% of men and 43% of women said they had listened to news programmes in the previous three months.

Music was a distant second choice. Just over 14% of women and fewer than 6% of men said they had listened to music programmes over the same period.

Drama was the third most popular form of programming. Men surveyed by ERIS said they listened to drama programmes more than to music.

The single most popular national radio programme identified by the ERIS survey was Radio Ethiopia's "*Ehud Meznagna*" (*Sunday Entertainment*) programme.

This light entertainment programme goes out on Sunday afternoons when many people are at home.

Radio Fana's *Ethiopika Link* entertainment programme is meanwhile popular amongst youth. It deals with music, films, celebrity gossip and matters of the heart.

The Ethiopian Broadcasting Authority (EBA), published the following list of authorized radio and TV stations on its website [www.eba.gov.et/web/data/Broadcast/main.htm](http://www.eba.gov.et/web/data/Broadcast/main.htm) in September 2011

Owner	Name of Station	Sector	Coverage	Languages	Location	Tel
Ethiopian Radio & Television Agency	Ethiopian Television	Government/Public	National	Amharic Oromo English, Tigrinya, Somali, Afar, Harari	Addis Ababa	011-349-6262
	Ethiopia Radio	Government/Public	National	Amharic Oromo English, Tigrinya, Somali, Afar, Arabic, French	Addis Ababa	011-551-6977
	FM Addis 97.1	Government/Public	Addis Ababa & Surrounding	Amharic	Addis Ababa	
Oromiya Mass Media Agency	Oromiya Television	Government/Public	Regional	Oromo, Amharic	Adama	022-110-0845
	Oromiya Radio Station	Government/Public	Regional	Oromo, Amharic	Adama	022-110-0857
	Oromiya FM 92.3	Government/Public	Adama & Surrounding	Oromifa	Adama	
Dire Dawa Mass Media Agency	Dire TV	Government/Public	Dire Dawa & Surrounding	Amharic, Oromo, Somali	Dire Dawa	025-111-1346
	FM Dire 106.1	Government/Public	Dire Dawa & Surrounding	Amharic, Oromo, Somali	Dire Dawa	
Amhara Mass Media Agency	Amhara Region Radio	Government/Public	Regional	Amharic, Agewinya, Humtinya	Bahir Dar	058-220-8876
	FM Bahir Dar 96.9	Government/Public	Regional	Amharic	Bahir Dar	058-220-8876

Addis Ababa Mass Media Agency	FM Radio Addis 96.3	Government/Public	Addis Ababa & Surrounding	Amharic	Addis Ababa	011-156-2393
	Addis Television	Government/Public	Addis Ababa & Surrounding	Amharic, English, French, Arabic	Addis Ababa	011-156-2393
Southern Nations & Nationalities Mass Media agency	South FM 100.9	Government/Public	Regional	Amharic	Hawasa	046-220-1091
Tigray Mass Media agency	FM Mekele 104.4	Government/Public	East South & South East Tigray & Mekele Surrounding	Tigrinya	Mekele	034-440-0769
Somali Mass Media Agency	Somali FM Radio	Government/Public	Jijiga & Nearby Somali Region	Somali	Jijiga	025-775-3027
	Somali Region TV	Government/Public	Jijiga & Nearby Somali Region	Somali	Jijiga	025-775-3027
Hareri Mass Media agency	Harar FM 101.4	Government/Public	Regional	Amharic, Oromo, Harari	Harar	025-666-1747
Adey Tensaye Media & Entertainment	Sheger 102.1 FM	Commercial	Addis Ababa & Surrounding	Amharic	Addis Ababa	011-111-9848
Zami Public Connection	Zami Radio 90.7	Commercial	Addis Ababa & Surrounding	Amharic	Addis Ababa	011-554-3318
Radio Fana Share Company	Radio Fana	Commercial	National	Amharic, Oromo, Somali, Afar	Addis Ababa	011-551-6777
	Fana FM 98.1	Commercial	Addis Ababa & Surrounding	Amharic	Addis Ababa	011-550-9152

Dimtsi Weyane Tigray	Dimtsi Weyane Tigray	Commercial	national	Tigrinya, Afar, Kunaminya	Mekele	034-441-0545
Afro FM 105.3	Afro FM 105.3	Commercial	Addis Ababa & Surrounding	English, French Arabic	Addis Ababa	0911-402158
Kembata Community Radio	Kenbata Community Radio	Community	Kenbata Zone	Kembatinya	Durame	046-655-4663
Kore Community Radio	Kore Community Radio	Community	Amaro Liyu Wereda, Kore Community	Korete, Amharic	Amaro Liyu Wreda	046-655-1212
Sude Wereda Community Radio	Sude Wereda Community Radio	Community	Surrounding	Oromo	Kore Kulu Kebele	022-119-1096
Jimma Community Radio	Jimma Community Radio	Community	Surrounding	Amharic, Oromo	Jimma	047-112-3944
Kafa Community Radio	Kafa Community Radio	Community	Surrounding	Kefinya	Bonga	047-331-0337
Kombelcha Community Radio	Kombelcha Community Radio	Community	Surrounding	Amharic	Kombelcha	0913-340925
Wag Himra Community Radio	Wag Himra Community Radio	Community	Surrounding	Amharic, Kefinya, Agewinya, Tigrinya	Sekota	0912-007747
Argoba Community Radio Broadcast Service Association	Kenbata Community Radio	Community	Argoba Wereda & Surrounding	Argobinya	Gachene	

## **Radio stations**

Most of the information in this section comes from the ERIS 2011 Ethiopia Media Mapping survey [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011)

### **Ethiopia Radio** [www.ertagov.com](http://www.ertagov.com)

Ethiopia Radio is the national radio station of the state-run Ethiopian Radio and Television Agency (ERTA).

It broadcasts nationwide from **Addis Ababa** on Medium Wave.

The station claims to reach 45 million people – just over half the population of Ethiopia.

Most programmes are in **Amharic**. Ethiopia Radio also broadcasts in **Oromo, Tigrinya, Somali, Afar, English, Arabic** and **French**. The latter is an official language in neighbouring Djibouti.

Ethiopia Radio is on air for 18 hours per day from 06.00 until midnight.

It broadcasts a broad mix of news, current affairs, quizzes and game shows and health and education programmes. There are also some phone-ins.

The single most popular national radio programme identified by the ERIS survey was Radio Ethiopia's "*Ehud Meznagna*" (*Sunday Entertainment*) programme.

This light entertainment programme goes out on Sunday afternoons when many people are at home. The ERIS survey showed it was particularly popular in the outlying Benishangul-Gumuz, Tigray and Somali regions.

Radio Ethiopia broadcasts on Medium Wave from the following locations:

**Addis Ababa** 873 Khz

**Mettu** (also commonly spelt **Mattu** or **Metu**) (Oromia) 684Khz

**Bahir Dar** (Amhara) 594 Khz

**Arba Minch** (SNNPR) 828 Khz

**Robi** (also commonly spelled **Robe**) (Oromia) 972 Khz

**Mekele** (Tigray) 1044 Khz

**Dessie** (Amharar) 891 Khz

**Harar** (Harrari) 855 Khz

General Manager – Ato Solomon Tesfaye  
Mob: +251 (0) 911 22 63 53

Head of News – Ashebir Getnet  
Mob: +251 (0) 911 64 05

Editor - Birtukan Haregewoyn  
Mob: +251 (0) 911 74 00 35

News Centre - +251 1 115 15 66 47

Address: Ethiopia Radio and Television Agency, PO Box, 1020/5544, Addis Ababa.

**FM Addis 97.1** [www.ertagov.com](http://www.ertagov.com)

**FM Addis 97. 1** is ERTA’s music and light entertainment station for Addis Ababa and the surrounding region.

It reaches a potential audience of about six million people who live within 100 km radius of the capital.

FM Addis 97.1 is on air round the clock and broadcasts hourly news bulletins.

Nearly three quarters of its output consists of popular music and entertainment programmes.

The station’s popular *Yibekal (Enough)* phone-in programme deals with issues surrounding HIV/AIDS and is well known for airing ground-breaking stories. The programme’s original presenter was widely believed to be HIV positive.

General Manager – Ato Solomon Tesfaye  
Mob: +251 911 22 63 53

Head of News – Ashebir Getnet  
Mobile Phone: +251 911 64 05

Editor - Birtukan Haregewoyn  
Mob: +251 911 74 00 35

News Centre - +251 1 115 15 66 47

Ethiopia Radio and Television Agency, PO Box, 1020/5544, Addis Ababa.

**Radio Fana** - [www.fanabc.com](http://www.fanabc.com)

The Radio Fana Share Company is a commercial broadcaster which operates two large radio stations. It is closely linked to Prime Minister Meles Zenawi's ruling EPRDF party.

**Radio Fana** broadcasts general programming to much of Ethiopia from **Addis Ababa** on Short and Medium Wave.

It claims to reach a potential audience of 30 million people within 1,000 km radius of the capital.

**Fana FM** (see separate listing below), broadcasts to mainly urban audiences in Addis Ababa and seven other cities across Ethiopia.

Radio Fana broadcasts 18 hours per day in **Amharic, Oromo, Somali** and **Afar** in rotating time slots.

The station has a strong focus on news and current affairs.

Its *Ethiopika Link* entertainment programme is popular amongst youth. It deals with music, films, celebrity gossip and matters of the heart.

Phone-in programmes account for around 10% of Radio Fana's output.

The station shares common programming with its FM stable mate from 17.00 to 20.00 in the evening.

**Contacts?**

Marketing and Sales Department

Tel: +251 11 552 0442

Email: [fanabc@fanabc.com](mailto:fanabc@fanabc.com)

**Fana FM** - [www.fanabc.com](http://www.fanabc.com)

Fana FM is Radio Fana Share Company's urban music and entertainment station based in **Addis Ababa**.

It claims to reach 10 million people in eight cities across Ethiopia.

Fana FM broadcasts mainly in **Amharic**, but the station has programming variants in other languages for its regional services.

Established in 2007, the station broadcasts for 18 hours per day from 06.00 to midnight.



It shares common programming with Radio Fana, its Short and Medium Wave stable mate, from 17.00 to 20.00.

Fana FM broadcasts in the following cities:

**Addis Ababa** 98.1 FM

**Gondar** (Amhara) 98.1 FM

**Jimma** (SNNPR) 98.1 FM

**Mekele** (Tigray) 94.8 FM

**Dessie** (Amhara) 96.0 FM

**Shashemene** (Oromia) 103.4 FM

**Haramaya** (Oromia) 94.8 FM

**Kersa Dek** (Oromia) 94.8 FM

Does Fana FM have separate studios in these cities which produce regional programming or just FM relay stations?

Head of News – Assefa Ahmed

Mob: +251 911 21 98 83

Email: [rfana@radiofana.com](mailto:rfana@radiofana.com) [rfana@ethionet.et](mailto:rfana@ethionet.et)

Marketing and Sales Department

Tel: +251 11 552 0442

Email: [fanabc@fanabc.com](mailto:fanabc@fanabc.com)

**Sheger 102.1 FM** - [www.shegerfm.com](http://www.shegerfm.com)

Sheger FM is a privately owned music and light entertainment station that broadcasts from **Addis Ababa** to the city and the surrounding area.

Its signal can be heard within 40 km radius of Addis Ababa. The station claims to reach a potential audience of three million people.

Sheger FM broadcasts mainly in **Amharic**, but has some programmes in **English**.

It is on air for 18 hours per day from 06.00 in the morning until midnight.

Popular programmes include the phone-in show *Erso Bihonu Min Yadergalu* (*What would you do if it were you?*).

Each edition of this programme examines a complicated social situation. Listeners are then invited to phone in with their views on how they would handle it.

Sheger FM went on air in 2005. It is owned by Adey Tinsae Media and Entertainment Plc.

General Manager – Teferi **Alemu**

Mob: +251 911 20 80 75

News – Solomon Guangul

Mob: +251 911 85 12 74

Email: [solomonguangul@yahoo.com](mailto:solomonguangul@yahoo.com)

Address: Gulele Sub City, around Semien Mazegaja, Addis Ababa

### **Zami 90.7 FM**

Zami FM is a privately owned commercial radio station that broadcasts a broad mixture of current affairs, music and light entertainment to **Addis Ababa** and the surrounding area.

The station can be heard within 40 km radius of the capital. It claims to reach a potential audience of three million.

Zami FM broadcasts in **Amharic**.

It is on air for 18 hours per day from 06.00 until midnight.

General Manager – Zerihun **Teshome**

Mobile: +251 (0) 911 21 54 89

Address: Lideta Sub-city Kebele 04/07, House No. 904/13A and B at Ambassador Theatre building, Addis Ababa.

### **FM 96.3**

This news, current affairs and light entertainment station, known simply as FM 96.3. is owned by **Addis Ababa** city government.

It broadcasts in **Amharic** to a population of 2.7 million within 30 km radius of the city centre.

FM 96.3 is on air for 18 hours per day from 06.00 until midnight.

There are news bulletins every hour.

The radio station went on air in 2005.

It is operated by the Addis Ababa Mass Media Agency, which also runs the local TV station **Addis Television**, also known as **ETV2**.

### Contact?

Tel: +251 11 156 2399  
+251 11 156 2398  
+251 11 156 2770

### **Afro 105.3 FM** - [www.afro105fm.com](http://www.afro105fm.com)

Afro FM station broadcasts current affairs, music and light entertainment programmes to **Addis Ababa** and the surrounding area in **English**.

This private commercial radio station was set up in 2008 by shareholder and Managing Director Addis Alemayehou and his wife to cater for the large expatriate community in Addis Ababa and Ethiopia's English speaking elite.

Addis himself comes from an international background, having grown up in Kenya and worked in Canada before returning to Ethiopia.

Afro FM claims to reach a potential audience of three million people within 100 km radius of the capital.

There are news bulletins on the hour.

Although Afro FM broadcasts mainly in English, it also has some programmes in **French** and **Arabic** too.

The station is on air for 18 hours per day from 06.00 to midnight. Its programming includes phone-ins.

Managing Director – Addis Alemayehou

Mob: +251 911 522584  
Email: [addis@paconetmedia.net](mailto:addis@paconetmedia.net)

General Manager – Hasiat Fissaha  
Mob: Phone: +251 911 478734  
Email: [hasiet@afro105fm.com](mailto:hasiet@afro105fm.com)

Head of News– Shimeles Meressa  
Mob: +251 911 126 099  
Email: [shimemere@gmail.com](mailto:shimemere@gmail.com)

News Editor? – Makeda Yohannes  
Mob: +251 911 689 781  
Email: [makeda@afro105fm.com](mailto:makeda@afro105fm.com)

Address: Arada Sub-city Kebele 04, House No. 1248/48, Addis Ababa  
Tel: +215 11 662 3434

### **Amhara Radio** - [www.amma.gov.et](http://www.amma.gov.et)

Amhara Radio is a government-owned regional station based in **Bahir Dar**, capital of Ethiopia's northern Amhara Region.

It broadcasts on 801 AM Medium Wave and claims to reach seven million people living within an 80 km radius of the city.

Amhara Radio focuses on music and light entertainment, news and phone-in programmes.

It broadcasts for nine hours per day, mostly in **Amharic**. The station also airs programmes for two hours per week in each of the following local languages; **Oromo, Awinya** and **Himtinya**.

The station is on air from 06.00 to 10.00 in the morning and again from 17.00 to 22.00 in the evening.

Amhara Radio forms part of the government-owned Amhara Mass Media Agency. This also operates a local FM radio station in Bahir Dar called Bahir Dar 96.9 FM.

Head of News – Mezmur **Second name?**  
Mob: +251 918 76 69 67

News – Hasan **Second name?**  
Mob: +251 918 76 34 97

News – Aschalew **Second name?**  
Mob: +251 918 71 98 23

Address: Amhara Mass Media Agency, Bahir Dar, PO Box, 955, Bahir Dar.

### **Bahir Dar 96.9 FM** - [www.amma.gov.et](http://www.amma.gov.et)

Bahir Dar FM is a government-run local radio station serving the city of **Bahir Dar**.

It reaches a potential audience of 180,000 people living within a 10 km radius of its transmitter mast.

The station broadcasts in **Amharic** for six hours per day from 10.00 to 16.00.

Its output includes phone-in programmes.

Bahir Dar FM is operated by the Amhara Mass Media Agency. This also runs the Medium Wave station, Amhara Radio, which serves a wider region.

Head of News – Mezmur **Second name?**

Mob: +251 918 76 69 67

News – Hasan **Second name?**

Mob: +251 918 76 34 97

News – Aschalew **Second name?**

Mob: +251 918 71 98 23

Address: Amhara Mass Media Agency, Bahir Dar, PO Box, 955, Bahir Dar.

### **Oromia Radio**

Oromia Radio is a government-run regional station broadcasting to the Oromia region of southern Ethiopia on Short and Medium Wave.

It is based in the regional capital **Adama** (also known as **Nazret**).

The station targets 15 million potential listeners living within a 100-150 km radius of the city.

The station broadcasts mainly in **Oromo**, but also has some programmes in **Amharic** and **English**.

It puts out news, current affairs and entertainment programming for 10.5 hours per day from Monday to Friday and slightly longer at weekends.

Oromia Radio has Medium Wave transmitters in **Adama**, **Bale**, **Robe** and **Nekemte** and a Short Wave transmitter in **Addis Ababa**.

The station has been on air since 2008.

It is operated by the Oromia Mass Media Agency. This also runs Finfine FM in Adama and a regional TV service for Oromia.

Contact -Tiruwork Teka

Mob: +251 911 67 76 96

Oromia Mass Media Agency, PO Box, 2919, Adama.

### **Finfine 92.3 FM**

Finfine 92.3 FM is a government-run regional station for the Oromia region.

It broadcasts from the regional capital **Adama** (also known as **Nazret**).

It claims to reach five million potential listeners within a 150 km radius of the city.

Finfine FM broadcasts for 7.5 hours per day exclusively in **Oromo**.

It is on air from 09.00 to 12.00 in the morning and again from 14.00 to 18.30 in the afternoon.

The station, which began broadcasting in 2010, carries a lot of news, sports and phone-in programmes.

It forms part of the Oromia Mass Media Agency. This organization also runs Radio Oromia, which broadcasts on Short and Medium Wave, and a regional TV station.

Contact - Tiruwork Teka

Mobile: +251(0) 911 67 76 96

Oromia Mass Media Agency, PO Box, 2919, Adama.

### **Dimtsi Woyane Tigray (DWET) [www.dimtsiwoyane.com](http://www.dimtsiwoyane.com)**

Dimtsi Woyane Tigray (DWET), (The Voice of Tigray) evolved from the clandestine radio station of the Tigray People's Liberation Front (TPLF).

During the late 1980s, this rebel movement became the nucleus of Ethiopia's ruling EPRDF party.

DWET broadcasts news and current affairs programmes in **Tigrinya** and **Afar** on Short and Medium Wave to much of northern Ethiopia.

It also operates an associated FM station in **Mekele** (see separate entry below for details).

The station began broadcasting in 1980 and is now based in Mekele, the capital of Tigray region.

It is now partly owned by the local cement factory and is officially classified as a private radio station.

DWET says that its broadcasts from a 100 KW Medium Wave transmitter in Mekele and a 100KW Short Wave transmitter at Gedja near Addis Ababa, cover five million people.

The station is on air for 10 hours per day during the week, with separate broadcasts in the morning, at lunchtime and in the evening. It broadcasts for 14 hours per day at weekends.

DWET broadcasts on Short Wave on 5950 Khz and 5980 Khz.

#### Contact?

Tel: +251-34-441 0545  
+251-34-441 0544

Dimtsi Woyane Tigray (DWET), PO.Box 450, Mekele, Tigray

#### **DWET 102.2 FM**

DWET FM broadcasts music and entertainment programmes in **Tigrinya** from **Mekele**, the capital of Ethiopia's northern Tigray region.

It is on air for 18 hours per day from 06.00 to midnight and claims to reach about one million people.

DWET FM began broadcasting in February 2010.

The station is an offshoot from Dimtsi Woyane Tigray (DWET), the private broadcasting company that grew out of the former clandestine radio station of the Tigray People's Liberation Front (TPLF), the forerunner of Ethiopia's ruling EPRDF party.

#### Contact?

Tel: +251-34-441 0545  
+251-34-441 0544

Dimtsi Woyane Tigray (DWET), PO.Box 450, Mekele, Tigray

**Mekele 104.4 FM** [www.mekelecity.gov.et](http://www.mekelecity.gov.et)

Mekele 104.4 FM is a government radio station that broadcasts from **Mekele**, the capital of Tigray region in northern Ethiopia.

The station claims to reach 2.5 million people who live within 100 km radius of its two FM transmitters in Mekele city. These are rated at 1.5 KW and 2.0 KW respectively.

Mekele FM broadcasts current affairs and entertainment programming in **Tigrinya** for 16 hours per day. A substantial part of its output consists of phone-in programmes.

The station is on air continuously from 06.00 until 22.00.

It is owned by the Tigray Mass Media Agency, which also operates a regional TV station.

**Contact?**

Tigray Mass Media Agency, Kebele 16, Mekele, Tigray

**Dire Dawa 106.1 FM** - [www.facebook.com/pages/Dire-Dawa-Administration-Mass-Media-Agency/150069331687030?sk=wall](https://www.facebook.com/pages/Dire-Dawa-Administration-Mass-Media-Agency/150069331687030?sk=wall)

This government-run radio station in **Dire Dawa** in north-eastern Ethiopia claims to reach 300,000 people living within a 150 km radius of the city.

It broadcasts for 11 hours per day in **Amharic, Oromo** and **Somali**.

The station is on air from 08.00 to 12.00 in the morning and 14.00 to 21.00 in the afternoon and evening.

Dire Dawa FM has a 2,000 Watt main transmitter on its main mast, a 1,000 Watt standby transmitter and a small 500 Watt transmitter at its studios.

Its broadcast output includes phone-in programmes.

Dire Dawa FM began broadcasting in 2005. It is run by the Dire Dawa Mass Media Agency which also operates a local television station.

Tel: +251 11 13 46

Dire Dawa Mass Media Agency.



### Harari 101.4 FM

This government-run radio station serves the city of **Harar** in northeastern Ethiopia and the small administrative region which surrounds it.

Harrari FM claims to reach 250,000 people living within a 25 km radius of the city

It broadcasts light entertainment programming for six hours per day in **Amharic** and **Oromo**.

Established in 2008, the station is operated by the Harari Mass Media Agency.

General Manager - Alemishet **Second name?**

Mob: +251 915 33 00 69

Tel: +251 256 66 1747

Harari Mass Media Agency, Jinela Woreda, Kebele 14, Harar.

### Debub FM [http://www.smm.gov.et/debube\\_fm.html](http://www.smm.gov.et/debube_fm.html)

Debub FM is the government radio network covering Ethiopia's Southern Nations, Nationalities and People Region (SNNPR).

The network of eight linked stations, based in the Rift Valley town of **Hawassa** (also commonly spelt **Awassa**), claims to reach most parts of the SNNPR.

The name of this network means "South" in Amharic.

It reaches a potential audience of 15 million people in the ethnically diverse SNNPR.

Debub FM's core output is in **Amharic**, but the network's member stations also broadcast in 46 other languages used in the SNNPR.

The network is generally on air for 16 hours per day from 06.00 in the morning until 22.00 at night.

News and current affairs programmes and entertainment shows such as game shows and quizzes) account for around half of South FM's broadcast output.

There are news bulletins every hour.

Debut FM operates radio stations and FM transmitters in the following locations:

**Hawassa (Awasa)** 100.9 FM

**Arba Minch** 90.9 FM

**Bensa** 92.3 FM (**Bensa** is the name of a woreda or local government area in SNNPR, whose main town is **Daye**. Please check whether this is where the radio station/transmitter is situated)

**Bonga** FM 97.4

**Jinka** 87.8 FM

**Mizan Teferi** 104.5 FM

**Waka** 94.1 FM

**Wolkite** (also commonly spelt **Welkite**) 89.2 FM

News Editor - Woldamanuel

Mob: +251 916 83 15 43

### **Somali 99.1 FM**

The radio station based in **Jijiga**, the capital of the Somali region in southeastern Ethiopia, is run by the Somali Mass Media Agency.

It broadcasts mainly in the **Somali** language.

Its parent organization also launched a local TV service in Jijiga in late 2010.

### **Contacts?**

Tel: +251 25 775 3027

### **Community radio stations**

#### **Argoba Nation Community Radio 98.6 FM**

**Argoba Nation Community Radio** was formally established in 2010 in the town of **Gachenie** (in Ethiopia's northern Afar Region near the Eritrean border).

However, by mid-2011 it was not yet operational.

The station was due to broadcast for four hours per day, mainly in the local language **Argobinya**.

The Argoba district is distinctive not only because of its language and culture, but because its population relies mainly on agriculture. Most of the population of Afar region are nomadic pastoralists.

**Contact?**

Tel: +251 46 655 4663

**Jimma Community Radio 102.0 FM**

Jimma Community Radio was established in the town of **Jimma** in south-central Oromia Region in 2008 and began operating in early 2011.

It claims to reach a potential audience of one million people living within 75 km radius of Jimma town.

The station broadcasts in **Oromo** and **Amharic** and is on air for up to 15 hours per day.

**Contact?**

Tel: +251 47 112 3944

**Keffa Community Radio 102.5 FM**

This radio station, based in **Bonga** town in SNNPR, serves the Keffa (often spelt Kaffa) ethnic community in the local area.

In mid-2011 it was still running test broadcasts.

The station broadcasts in the local language **Kaffinya** and aims to reach 50,000 people living within 40 km radius of its transmitter.

It is due to broadcast for two hours per day; one hour in the morning from 07.00 to 08.00 and one hour in the evening from 18.00 to 19.00.

Kaffa was an independent kingdom until the end of the 19<sup>th</sup> century and has a strong sense of local identity.

**Contact?**

Tel: +251 47 3310337

### **Kembata Community Radio 105.8 FM**

Kembata Community Radio was formally established in the town of **Durame** in Southern Nations, Nationalities and People Region (SNNPR) in 2008, but it only began broadcasting in 2011.

The station estimates that it can reach 700,000 potential listeners within a 35-40 km radius of its transmitter.

The station broadcasts in the **Kembatinya** language for seven hours daily.

It is on air from 09:00 to 12:00 in the morning and again from 16:00pm to 20.00 in the evening.

#### **Contact?**

Tel: +251 46 655 4663

### **Kombolcha Town Community Radio 104.8 FM**

The **Kombolcha** community of north-central Amhara Regional State established Kombolcha Town Community Radio in 2008.

The station began operating in 2011.

It broadcasts for 14 hours daily, from 6:00 am to 8:00 pm, in **Amharic**.

The station estimates that 1.5 million people live within its 75 km radius broadcast coverage area.

#### **Contact?**

Mob: +251 913 340 925

### **Korie Community Radio 92.3FM**

**Korie Community Radio**, based in **Kelle** town in SNNPR was still undergoing pilot testing in mid-2011.

The station plans to broadcast for three hours per day in **Koreti** and **Amharic**.

It aims to establish regular broadcasts from 06:00 to 07:30 in the morning and from 18.00 to 19.30 in the evening.

Korie Community Radio reaches a population of about 100,000 people living within a 70 km radius of Kelle town.

**Contact?**

Tel: +251 46 6551212

**Sudie (or Sude) Community Radio 103.5 FM**

Sudie (or Sude) Community Radio was established in **Kulla** town in Oromia in 2008. It began test broadcasts in 2011.

The station aims to reach 15,000 potential listeners within a 16 km radius of its transmitter.

It broadcasts for four hours per day in **Oromo** from 08:00 to 10:00 in the morning and from 14.00 to 16.00 in the afternoon.

**Contact?**

Tel: +251 22 119 1096

**Waghimra Community Radio 92.7FM**

Waghimra Community Radio broadcasts to about 500,000 people living within a 55 km radius of **Sekota** town in the Amhara region in northwestern Ethiopia.

The radio station was established in 2009 and began test broadcasts in early 2011.

It broadcasts in **Amharic** for four hours in the morning from 08.00 to 12.00 and in **Agew**, the predominant local language, for four hours in the afternoon from 14.00 to 18.00.

**Contact?**

Tel: +251 912 007 747

**Voice of America (VOA) [www.voanews.com/amharic/news/](http://www.voanews.com/amharic/news/)**

Voice of America (VOA), is an international radio station financed by the US government. It, broadcasts to Ethiopia from Washington in **Amharic, Oromo** and **Tigrinya** on Short Wave.

VOA said in March 2010 that its daily one hour broadcasts in Amharic were frequently being jammed.

However, there have been no reports of its Oromo and Tigrinya broadcasts suffering similar interference.

The Ethiopian government has denied reports that it deliberately jams VOA's broadcasts in Amharic.

However, the Ethiopian government has made clear its dislike of the radio station's reporting of Ethiopia, in particular, its willingness to allow opposition figures to express their views on its programmes.

In March 2010, Prime Minister Meles Zenawi compared VOA's Amharic service to Radio Mille Collines, the radio station in Rwanda that incited hatred and violence against the Tutsi community during the ethnic massacres of 1994.

VOA's local-language broadcasts to Ethiopia go out on 9320, 9860, 11675, 11905 and 13870 kHz.

VOA said audience research conducted in 2008 suggested that about 11% of Ethiopians listen regularly to its programmes.

Contact - Peter Heinlein

Email: [heinlein.pete@gmail.com](mailto:heinlein.pete@gmail.com)

### **Radio Deutsche Welle Amharic Service** [www.dw-world.de/dw/0,,611,00.html](http://www.dw-world.de/dw/0,,611,00.html)

Germany's Radio Deutsche Welle broadcasts to Ethiopia in **Amharic** on Short Wave for one hour a day in the evening.

Deutsche Welle said in April 2011 that its Amharic language broadcasts were frequently interrupted, or jammed, by the government.

Media reports have said that the government objects to Deutsche Welle's interviews with opposition politicians who it brands as "terrorists."

The government has denied interfering with Deutsche Welle's broadcasts.

The state funded international radio station broadcasts to Ethiopia in Amharic for one hour daily from 1700 to 18.00 local time on 11645, 15640 and 15660 kHz.

News: Tadesse

Mob: [+251 911654443](tel:+251911654443)

## **4. Television**

### **Overview.**

Television in Ethiopia caters mainly for urban audiences. It is the most important source of news and information in the country after radio.

Poverty, lack of electricity and poor reception mean that few people have TV sets outside the main towns.

Television broadcasting is completely controlled by the government.

There are no private TV broadcasters in Ethiopia.

However, an independent satellite broadcaster, Ethiopian Satellite Television (**ESAT**), began beaming programmes into the country in **Amharic** from studios in the Netherlands, in 2010.

ESAT repeatedly complained of jamming by the Ethiopian authorities. It launched a companion satellite radio service in October 2011.

The state-run **Ethiopia Radio and Television Agency (ERTA)** operates the national channel **Ethiopia Television**.

This broadcasts from 27 transmitters around the country and claims to reach a potential audience of 25 million people – less than a third of Ethiopia's total population.

There are also five regional TV stations run by some of the government's regional mass media agencies.

These are based in the following cities:

- **Addis Ababa**
- **Adama (also called Nazret)**
- **Dire Dawa**
- **Harar**
- **Jijiga**

The largest of the regional TV stations is **Oromia Television**, which is based in **Adama**. It claims to cover a population of 15 million people in Oromia region and beyond through a network of 16 transmitters.

**Dire Dawa Television, Harar Television, Somali Television and AddisTelevision** (also known as **ETV2**), on the other hand, are much smaller stations.

Each one uses a single transmitter to reach audiences in the city where the studios are based and the surrounding area.

Ethiopia Television mainly broadcasts in **Amharic**.

The regional stations make greater use of local languages.

News programming on all stations is tightly controlled by the government. Controversial issues and criticism of the authorities are avoided.

**BBC, CNN** and **Al-Jazeera (Arabic and English)** are available on satellite television, but these pay-TV services are beyond the means of the vast majority of Ethiopians.

About 6 percent of Ethiopians have access to satellite TV, according to the 2011 audience survey by the Electoral Reform International Services (ERIS) Audience Survey Ethiopia 2011 [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011)

This survey of 3,999 people across Ethiopia, found that only 39 percent of respondents had access to television.

It also found that television was also regarded as a less important and less reliable source of information than radio.

Only a fifth of those surveyed said TV was their most important and most reliable source of information.

On the other hand, more than half put their trust in radio.

The ERIS survey found that most Ethiopian television viewers do not have a TV set in their own homes.

Instead, they watch television in a cafe, bar or restaurant or at a friend's house.

ERIS found that television was most influential in **Addis Ababa**, where 96% of respondents cited it as a source of news and information.

Television was also influential in **Tigray**, where it was cited as a source of news and information by 70% of respondents.

In both these areas television was slightly ahead of radio.

Television came a close second to radio in the small city-based administrative regions of **Harari** and **Dire Dawa**.

The peak viewing period on weekdays is between 18.00 and 22.00.



However, the ERIS survey showed that most people watched television at weekends in the afternoon between 14.00 and 18.00.

According to the ERIS report, news and current affairs, drama and entertainment are the most-popular types of television programming.

## **Television stations**

**Ethiopia Television** - [www.ertagov.com/en](http://www.ertagov.com/en)

Ethiopia Television is Ethiopia's only national TV channel.

It is operated by the state-run **Ethiopia Radio and Television Agency (ERTA)** and claims to reach a potential audience of 25 million people – less than a third of the total population.

Ethiopia Television broadcasts round the clock. Most of its output is in **Amharic**, but there are also regular programmes in **Somali, Tigrinya, Oromo, Afar, English, Arabic** and **French**.

According to the ERIS audience survey, about 70% of all Ethiopians with access to a TV set watch Ethiopia Television at least once a week.

The station began broadcasting in 1964. It has nearly 350 employees.

Ethiopia Television broadcasts free-to-air from terrestrial transmitters in the following locations:

### **Addis Ababa**

**Adama** (also called **Nazret**)

**Arba Minch** (SNNPR)

**Asayita** (Afar)

**Asosa** (Benishangul-Gumuz)

**Axum** (Tigray)

**Bahir Dar** (Amhara)

**Debre Berhan** (Amhara)

**Debre Markos** (Amhara)

**Dire Dawa** (Dire Dawa)

**Degahbur** (Somali)

**Dessie** (Amhara)

**Dilla** (SNNPR)

**Furi** (Oromia)

**Gambella** (Gambella)

**Goba** (Oromia)

**Gode** (Somali)

**Gondar** (Amhara)

**Harar** (Harari)

**Jijiga** (Somali)

**Jimma** (Oromia)

**Mekele** (Tigray)

**Nekemte** (Oromia)

**Metu** (Oromia)  
**Shashemene** (Oromia)  
**Yirga Alem** (SNNPR)

General Manager – Ato Solomon Tesfaye  
 Mob: +251 911 22 63 53

Head of News – Ashebir Getnet  
 Mob: +251 911 64 05

Editor - Birtukan Haregewoyn  
 Mobile Phone: +251 911 74 00 35

News Centre - +251 1 115 15 66 47

Ethiopia Radio and Television Agency, PO Box, 1020/5544, Addis Ababa,

### **Addis Television/ETV2**

Addis Television, which is also known as ETV2, can be seen by about three million potential viewers within 30 km radius of **Addis Ababa**.

The channel is operated by the **Addis Ababa Mass Media Agency** which also operates the **FM 96.3** radio station in the capital.

ETV2 broadcasts mainly in **Amharic**. It also carries programmes in **Tigrinya, Somali, Afar, English, French** and **Arabic**.

Head of News – Nigissu  
 Mob: +251 911 899 986

Addis Ababa Mass Media Agency  
 Tel: +251 11 156 2393

### **Oromia Television** - [www.orto.gov.et/](http://www.orto.gov.et/)

**Oromia Television** broadcasts from **Adama** (also known as **Nazret**) and claims to reach a potential audience of 15 million people in Oromia and neighbouring regions.

The station broadcasts for seven hours per day, mostly in **Oromo**. There are also selected programmes in **Amharic** and **English**.

Programming consists mainly of news, music and light entertainment and educational programmes.

From Monday to Friday, Oromia Television is on air for an hour at breakfast time from 07.00 to 08.00, an hour at lunch time, from 12.30 to 13.30 and for four hours in the evening from 19.00 to 23.00. Its evening broadcast starts earlier at weekends.

The station began broadcasting in 2009.

Oromia Television's signal is distributed throughout the Oromia region and beyond by a series of 2 KW transmitters in the following locations:

**Adama** (also known as **Nazret**)

**Adola**

**Chiro**

**Dembi Dollo**

**Furi**

**Ghimbi**

**Goba**

**Gorie**

**Harar**

**Kofale**

**Jimma**

**Nekemte**

**Shambu**

**Shashemene**

**Wonchi**

**Yabello**

Oromia Television forms part of the Oromia Mass Media Agency. This also operates **Oromia Radio**, which broadcasts on Medium Wave to the same region, and **Finfine FM**, which covers the city of Adama and the surrounding area.

Oromia Mass Media Agency is the largest regional broadcaster in Ethiopia. According to the 2011 ERIS Media Mapping survey, it employs nearly 200 full-time journalists and nearly 100 part-timers.

Tiruwork Teka

Mobile: +251 911 67 76 96

Oromia Mass Media Agency PO Box, 2919, Adama

### **Dire Dawa Television**

This regional TV station broadcasts from the eastern city of **Dire Dawa** to a potential audience of 400,000 people who live within a 75km radius of the city.

It broadcasts for three hours per day every evening between 18.00 and 21.00 in **Amharic, Oromo and Somali**.

The station is run by the Dire Dawa Mass Media Agency, which also operates a local FM radio station.

Dire Dawa Television began broadcasting in 2009.

#### **Contacts?**

Tel: +251 11 13 46

### **Harari Television** [www.mediaharari.org.et](http://www.mediaharari.org.et)

This local TV station began broadcasting in the eastern city of **Harar** in July 2011.

According to Ethiopian news reports, its signal covers a 45 km radius of the city.

Harari Television is run by the Harar Mass Media Agency, which also runs a local radio station, **Harar 101.4 FM**.

#### **Contacts?**

Tel: +251 25 666 1747

### **Somali TV**

This regional TV station based in **Jijiga**, the capital of the Somali region of south-eastern Ethiopia, began trial broadcasts in December 2010.

It broadcasts in **Somali** to the city of Jijiga and the surrounding area.

Ethiopian news reports in late 2010 said Somali TV was broadcasting on a trial basis for five hours per day from 19.00 to midnight.

The station is run by the Somali Mass Media Agency, which also runs a local radio station, **Somali 99.1 FM**.

#### **Contacts?**

Tel: +251 25 775 3027

**Ethiopian Satellite Television (ESAT) [www.ethsat.com](http://www.ethsat.com)**

Ethiopian Satellite Television (ESAT) is an independent channel that broadcasts 24 hours per day in **Amharic** from studios in Amsterdam, London and Washington.

The station went on air for the first time in 2010. Since then, it has frequently complained of attempts by the Ethiopian government to jam its signal.

The channel carries a broad range of news, current affairs, sport, documentaries and entertainment programming. It is very critical of the Ethiopian government.

ESAT launched a companion satellite radio service in October 2011.

Although ESAT says its main studios are in the Netherlands, its principal telephone contact number and postal address are in Washington DC.

**Contact?**

Tel: +1 888 772 3728

Email: [editor@ethsat.com](mailto:editor@ethsat.com)

## **5. Print Media**

### **Overview**

Ethiopia's print-media industry is small and highly concentrated in the capital.

Three daily newspapers are published in Addis Ababa, but all of them have a small circulation, largely restricted to readers in the city itself.

Ethiopia's biggest daily newspaper, the government daily **Addis Zemen**, has a normal print run of fewer than 13,000 copies per day, according to the according to the Electoral Reform International Services (ERIS) Ethiopia Media Mapping Survey, [www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf](http://www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf) published in 2011.

There are also some 30 weekly and monthly newspapers published in Addis Ababa and a handful of other major cities.

The largest of these is the privately owned weekly **Addis Admas**, which has an average print run of 21,000 to 25,000 copies.

Poor distribution networks, high levels of poverty and low literacy mean that very few newspapers reach rural areas.

Only 30% of Ethiopian adults can read and write, according to UNESCO.

The Electoral Reform International Services (ERIS) Audience Survey of Ethiopia published in 2011 [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011) found that only 13% of respondents cited newspapers as a source of news and information.

However, while nearly all of Ethiopia's radio and television stations remain under direct or indirect government control, many newspapers are privately owned.

These independent outlets exercise a considerable degree of self censorship – they contain very little criticism of the government - but they still enjoy a comparatively greater freedom of expression than most broadcasters.

The three daily newspapers published in Addis Ababa are

- **Addis Zemen**, a government-owned newspaper published in **Amharic**
- **Ethiopian Herald**, a government-owned newspaper published in **English**
- **Daily Monitor**, a small private newspaper published in **English**.

The only newspaper group is the **Ethiopian Press Agency**, a parastatal organization which publishes the two government dailies and a small stable of other publications. It employs 86 full-time journalists.

The state-run **Ethiopian News Agency** has offices and correspondents across the country. It reports extensively on government activities.

Journalists working for private newspapers say it is difficult for them to break news stories about government affairs, because they lack insider contacts and there is no culture of whistle blowing by public servants.

All newspaper journalists fear official displeasure at what they write. Many point to colleagues who have been detained for what they have published.

Newspaper editors are expected to publish their home address on the masthead of each title that they run.

Newspapers cost between two and five birr (12 and 29 US cents) each.



## **Newspapers**

**Addis Zemen** - [www.ethpress.gov.et](http://www.ethpress.gov.et)

This daily newspaper, published in **Amharic** in Addis Ababa, is the government's official mouthpiece.

It is the flagship publication of the government newspaper publishing group, the Ethiopian Press Agency.

The newspaper paper's editorial line closely reflects official government policy.

Addis Zemen has a normal print run of 12,000 to 13,000 copies, according to the Electoral Reform International Services (ERIS) Ethiopia Media Mapping Survey, [www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf](http://www.eris.org.uk/images/userfiles/File/Ethiopia%20Media%20Mapping%202011%20-%20Final%20Report.pdf) published in 2011.

The newspaper, which has 12 to 14 pages, has been published since 1940.

**Need more information about readership**

Addis Zemen Editor – Ateneh **Second name?**

Mobile Phone: +251 (0) 911 63 76 45

Email: [eth.herald@gmail.com](mailto:eth.herald@gmail.com)

Addis Zemen, Ethiopian Press Agency, Arada Sub-city Woreda 07, Addis Ababa

Ethiopian Press Agency General Manager – Sebsibie **Second name?**

Mobile Phone: +251 (0) 911 20 16 97

Landline: +251 1 11 56 98 62

Email: [et.press@ethionet.et](mailto:et.press@ethionet.et)

**The Ethiopian Herald** [www.ethpress.gov.et](http://www.ethpress.gov.et)

This is an **English** language daily published by the government-run Ethiopian Press Agency in **Addis Ababa**.

The paper usually consists of 10 pages.

It is published daily except Monday.

The Ethiopian Herald claims a daily sale of 8,500 to 9,000 copies.

**Editor?**

Ethiopian Press Agency General Manager – Sebsebe **Kebede**

Mobile Phone: +251 (0) 911 20 16 97

Landline: +251 1 11 56 98 62

Email: [et.press@ethionet.et](mailto:et.press@ethionet.et)

Addis Zemen, Ethiopian Press Agency, Arada Sub-city Woreda 07, Addis Ababa

### **Daily Monitor**

The Daily Monitor is Ethiopia's only privately owned daily newspaper.

It is published in **English** and generally sells fewer than 1,500 copies per day.

The paper usually consists of 12 to 16 pages. It employs just six full-time journalists.

The Daily Monitor was founded in 1993.

### **Contact?**

Address: Arada Sub-city Kebele 01/02 House No. 347.

### **Addis Admas - [www.addisadmass.com](http://www.addisadmass.com)**

Addis Admas is a popular weekly newspaper owned by Admas Advertising Plc, a private company.

The newspaper is published in **Amharic** and normally contains about 32 pages.

The average print run is 21,000 to 25,000 copies. Addis Admas employs 13 full-time journalists.

### **Need more information about content, editorial line and main readership**

Editor – TSION **Girma**

Mob: +251 911 63 62 01

Email: [addisadmas@ethionet.et](mailto:addisadmas@ethionet.et)

News Editor - Solomon Gebreigzber

Mob: +251 911 63 15 10

Tel: +251 115155222

+251 115153660

Address: Kircos Sub-city Kebele 18, House No. 376, Addis Ababa

## **News agency**

### **Ethiopian News Agency (ENA)** [www.ena.gov.et](http://www.ena.gov.et)

The government-run Ethiopian News Agency (ENA) gathers, edits and distributes news and pictures from all over Ethiopia.

The agency has 38 regional bureaux across the country. It publishes news online in both **Amharic** and **English**.

ENA distributes video and audio clips and still pictures to the Ethiopian media. It also distributes international news from foreign news agencies to domestic media outlets.

ENA mainly reports on government announcements and official activities. It was founded in 1942 and claims to be the oldest established African news agency.

### **Contact?**

Tel. 251 11 155 00 11

E-mail: [ena@ethionet.et](mailto:ena@ethionet.et)

Address: ENA, Belay Zeleke Road, Addis Ababa.

## **6. Online Media**

Less than one percent of Ethiopia's population had access to the internet in 2010, according to the International Telecommunications Union (ITU).

The internet is still the exclusive preserve of a small educated urban elite.

According to the CIA World Factbook, there were only 447,000 internet users in Ethiopia in 2009.

However, the popularity of the internet and social networking is growing fast.

According to the website [www.socialbakers.com](http://www.socialbakers.com), which measures internet usage, there were nearly 370,000 Facebook users in Ethiopia in September 2011. Nearly a third of these had signed up over the previous six months.

There are several news websites about Ethiopia run from abroad. These mainly serve the diaspora. They include:

- [www.ethiopianreview.com](http://www.ethiopianreview.com)
- [www.nazret.com](http://www.nazret.com)
- [www.ethiomediamedia.com](http://www.ethiomediamedia.com)
- [www.ethioforum.com](http://www.ethioforum.com)
- [www.jimmatimes.com](http://www.jimmatimes.com)

However, access to websites that are sympathetic to the political opposition or which are deemed hostile to the government, may be blocked from inside Ethiopia.

For example, the US-based press freedom organization Committee to Protect Journalists said in August 2008 that its website [www.cpj.org](http://www.cpj.org) was inaccessible from inside the country.

*“Opponents of Ethiopia's current political regime have increasingly used online media to criticize the government, and the country has responded by implementing a filtering regime that blocks access to popular blogs and the Web sites of many news organizations, dissident political parties, and human rights groups,”* the Canada-based OpenNet Initiative said in a 2009 report:

<http://opennet.net/research/profiles/ethiopia>

*“However, filtering is not comprehensive, and much of the media content that the government is attempting to censor can be found on sites that are not banned,”* it added.

One pro-government news website that is widely available in Ethiopia is [www.waltainfo.com](http://www.waltainfo.com) .

It is widely believed in Ethiopia that the government monitors internet usage by individuals on security grounds.

According to the Open Internet Initiative, cyber cafes provide the main means of web access for urban Ethiopians.

Mobile internet connections are widely used by the elite in Addis Ababa.

They access in the web on smart phones and via modem sticks linked to computers.

The Open Internet Initiative notes that Voice Over Internet Protocol (VOIP) telephone calls are banned in Ethiopia and may not be made from internet cafes.

Nevertheless street vendors in Addis Ababa openly sell CDs for installing Skype and similar VOIP services.

## **7. Traditional and informal channels of communication**

There are still vast areas of rural Ethiopia that remain virtually untouched by radio and television and telephones.

Here communication is principally by word of mouth.

The Electoral Reform International Services (ERIS) Ethiopia Media Audience Survey of 2011 [www.eris.org.uk/news/index.php?id=476&year=2011](http://www.eris.org.uk/news/index.php?id=476&year=2011) found that word of mouth was the third most important source of news and information after radio and television.

Word of mouth was cited as an important source of information by 52% of respondents in rural areas and 36% of town dwellers.

It ranked ahead of newspapers and mobile phones and billboard posters.

Community meetings were cited as particularly important and trusted sources of information by people in rural areas.

The survey also cited churches and mosques as important sources of information. Religion plays a strong role in social life throughout Ethiopia.

According to the 2007 census, about 63% of Ethiopians are Christian and 33% are Muslim.

The main Christian church is the Ethiopian Orthodox Church. About 44% of all Ethiopians belong to it.

The current government of Prime Minister Meles Zenawi returned many church properties which had been seized by the state under the regime of Mengistu Haile Mariam.

However, the government is touchy about any attempts by religious leaders to pronounce on any secular matters that it views as politically sensitive.

Several Ethiopian sources interviewed during the research for this report said religious leaders from all faiths were therefore hesitant to allow their places of worship to be used by aid agencies as conduits of information.

The killing and imprisonment of political dissidents and the widespread use of political informers under the Mengistu regime from 1974 to 1991, have made most Ethiopians very circumspect about what they say to people who they do not know or trust.

Many people interviewed for this report said that 20 years later, with the limits to freedom of expression still tightly controlled, they still fear government informers within their midst.

The reticence of most Ethiopians to speak their mind openly in the presence of people who they do not know and trust has served to weaken traditional communications networks that operate through community structures.

### **Case study – Hajita Hatile’s predicament**

Hajita Hatile is a 30-year-old woman who lives in a small village in Ethiopia’s Rift Valley.

In May 2011, as East Africa’s worst drought in 60 years started to bite, her four-month old baby boy grew weaker by the day.

Staff at a health post near her village told the mother of seven that if her youngest child showed signs of failing, she should bring him in for treatment.

But by the time Hajita acted, it was too late.

“I thought I had time to get there,” she said. “But by the time I went to take him there, he died.”

For village mothers like Hajita, the verdant green of Ethiopia’s lush highlands masks a chronic difficulty.

Each family has only a small plot of land to cultivate, so even a minor disruption in rainfall patterns can quickly tip entire communities into hunger.

But, virtually cut off from the outside world, Hajita and her neighbours struggle to make sense of their situation.

Her village is only 25 km away from the tarred main road linking Addis Ababa to the Kenyan border.

But there is no mobile phone or radio reception in her community.

There is no television either. And newspapers never appear.

Health workers make occasional visits, passing along information to mothers and other women in the communities.

One local NGO even organized a training session to educate local mothers in child health care.

But news and information mostly circulates by word of mouth.

Women often meet near the village well, chatting as they draw water.

## **8. Media Resources.**

### **Film and video production**

#### **Ethiopian Film Initiative (EFI) [www.ethiopianfilminitiative.org](http://www.ethiopianfilminitiative.org)**

This Swedish registered NGO supports the development of the Ethiopian film industry. It provides training and assistance with production, marketing and distribution. The Ethiopian Film Initiative can also be commissioned to produce films.

Contact - Yemane Tsegaye  
Mob: +251 911 698 973

#### **Mango Productions**

Mango undertakes film and audio production, equipment rental and, graphic design. It also organizes marketing campaigns and undertakes event management.

Contact - Aida Ashenafi  
Mob: +251 911 222 119  
Tel: +251 11 550 4981  
Email: [mangopic@yahoo.com](mailto:mangopic@yahoo.com)

#### **Haile Addis Pictures [www.haileaddis.com](http://www.haileaddis.com)**

Haile Addis Pictures claims to make “socially responsible films that challenge people to think differently about Africa”.

Contact - Zeresenay Mehari  
Mob: +251 913 023820  
Email: [addisforce@gmail.com](mailto:addisforce@gmail.com)



**Zeleman Productions** [www.zelemanproduction.com](http://www.zelemanproduction.com)

The company makes films and promotional videos. It also makes TV and radio dramas, records music and undertakes graphic design.

Contact - Zelalem Woldemariam

Mob: +251 911 245 627

**Synergy Habesha Film Production** [www.synergyhabesha.blogspot.com](http://www.synergyhabesha.blogspot.com)

Synergy Habesha says it aims to use print and electronic media to empower Ethiopia's marginalised communities through the dissemination of information, sensitisation and raising awareness.

Contact - Moges Tafesse

Mob: +251 911 642670

**Kurat Productions**

Contact - Yidnekachew Desalegn

Mob: +251 911 643568

Email: [yidshu@yahoo.com](mailto:yidshu@yahoo.com)

**Ermias Woldeamlak**

Mob: +251 911 213 519

Email: [eamlak3@gmail.com](mailto:eamlak3@gmail.com)

**GemTV** [www.gemtv.org](http://www.gemtv.org)

This television production company grew out of a community film school for disadvantaged children in Addis Ababa. It makes documentaries, commercials, dramas and social awareness spots.

Contact- Nebiyou,

Mob: +251 911 77104

Tel: +251 114 162 193

Email: [Gem-tv@ethionet.et](mailto:Gem-tv@ethionet.et)

**Resonance Production**

Paulos Regassa

Mob: +251 911 228 911

**Whiz Kids Workshop** [www.whizkidsworkshop.com](http://www.whizkidsworkshop.com)

Addis Ababa-based husband and wife team Shane Etzenhouser and Bruktawit Tigabu specialise in low-budget TV productions.

Tel: +251 11 629 7768

Mob: +251 911 653 994

**Marketing/Advertising Agencies****Astar Advertising** [www.astarglobal.com](http://www.astarglobal.com)

Ethiopia-based advertising agency with international connections.

Contact - Geta Mekonnen

Mob: +251 911 4426 100

Email: [contact@astarglobal.com](mailto:contact@astarglobal.com)

**Cactus Advertising**

Affiliated to the WPP global advertising group.

Tel: +251 11 623 888

**251 Communications** [www.251communications.com](http://www.251communications.com)

Ethiopian and US-based public relations and advertising agency.

Contact – Geta Mekonnen

Mob: +251 911 487 858

Email: [blen@251communications.com](mailto:blen@251communications.com)

**Music and dance****Music Mayday** [www.musicmayday.org](http://www.musicmayday.org)

Music, dance and drama training school in Addis Ababa.

Contact - Daniel Worku

Mob: +251 911229561  
Address: Hagahulet, Addis Ababa

### **Cartoonists and cartoon animation**

**PRS Animation Institute** [www.prsanimation.com](http://www.prsanimation.com)

Film animation school in Addis Ababa serving all countries in the Horn of Africa.

Contact -Esmael Mohammed  
Mob: +251 911-449-305

### **Freephilm Animations**

Mob: +251 9-11-016690  
Tel: +251 11-957030

### **Graphic Artists**

**Henok Mebratu** [www.ethioarts.com](http://www.ethioarts.com)

Graphic arts, animation and filmmaking.

Mob: +251 91-162-9452  
Email; [henook@gmail.com](mailto:henook@gmail.com)  
[henock@ethioarts.com](mailto:henock@ethioarts.com)

### **Reef Designs**

Contact– Biniam Lijalem  
Mob: +251 911692589

### **Zeraf Productions**

Contact – Dawit Shimelis  
Mob: +251 911638759

### **Photographers**

**Terhas Berhe** [www.politicaltours.com/photography/tehras-berthe](http://www.politicaltours.com/photography/tehras-berthe)

Mob: +251 911 563 148  
Email: [terhas\\_berhe@yahoo.com](mailto:terhas_berhe@yahoo.com)

**Aida Muluneh**

US trained free-lance photographer. She founded Developing and Educating Societies Through the Arts (DESTA), an organization that seeks to promote the development of African artists in the diaspora.

Mob: +251 911980789

**Antonio Fiorente** [www.antoniofiorente.com](http://www.antoniofiorente.com)

Free-lance photographer from a mixed Ethiopian and Italian family background. Specialist in travel photography.

Mob: +251 911217133

Tel: +251 11 618 1065

Email: [Antonio@antoniofiorente.com](mailto:Antonio@antoniofiorente.com)

**Printers****High Profile Printing Press**

Tel: +251 11 551 6278

**United Printers**

Tel: +251 11 155 03 77

**Media Development organizations****Internews** [www.internews.org](http://www.internews.org)

This US-based media development organization has maintained an official presence in Ethiopia since 2005.

It has trained Ethiopian radio journalists in broadcasting about HIV/AIDS.

In September 2011, Internews had no programming activities under way in Ethiopia.

Its regional office for East and Central Africa is based in Nairobi, Kenya.

## Say what Internews has done in Ethiopia in the past

Director East and Central Africa – [Ian Noble](#)

Mob: (Kenya) ???

Email: [inoble@internews.org](mailto:inoble@internews.org)

Internews Network, I&M Building, 12th Floor, Kenyatta Avenue, PO Box 7219, City Square 00200, Nairobi, Kenya

### **BBC Media Action (BBC World Service Trust) [www.bbc.co.uk/worldservice/trust](http://www.bbc.co.uk/worldservice/trust)**

The BBC World Service Trust is the international media development arm of the BBC. In December 2012 it was renamed BBC Media Action.

The organization does not have a permanent office in Ethiopia, but it in recent years it has undertaken several media development projects in the country, coordinating activities from its East Africa regional office in Nairobi, Kenya.

In 2006, the Trust helped Amhara Mass Media Agency to develop *Filega*, an 18-episode radio soap opera about a fictional rural community.

This was used to explore various issues of social concern.

From 2006 to 2011, it also produced *Abugida*, a radio programme about HIV/AIDS and sexual health aimed at a youth audience.

It was broadcast nationwide twice a week in **Amharic** and **Oromo** and claimed a **loyal audience of two million listeners**.

In 2011, the BBC World Service Trust shot a series of four films on girl empowerment. These were due to be screened at a mobile cinema in 25 locations around Ethiopia in late 2011 and early 2012.

The East Africa office of the BBC World Service Trust is based in Nairobi, Kenya.

Ethiopia Country Coordinator – Netsanet Tsegaw

Tel: +251 11 554 09

+251 11 554 93

+251 11 554 94

Phone numbers are one digit too short

Director East Africa – Judy Houston

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## **9. Telecommunications**

### **Overview**

The mobile revolution has been slower to take off in Ethiopia than in many other developing countries.

Mobile network coverage remains restricted to the main towns and their immediate surroundings.

But in rural areas – where 80% of the population live - few people own a mobile handset or are able to receive a network signal.

The state telecoms company **Ethio Telecom** maintains a monopoly of both mobile and fixed line services.

The company said in September 2011 that it had 10.5 million mobile subscribers.

Since Ethiopia has a population of about 83 million, that would give a mobile penetration rate of just 13%.

BuddeCom, an Australia-based telecoms research company, estimated mobile penetration in Ethiopia in 2011 at just half that level – 6.2%.

Whatever the true figure, Ethiopia is still far behind neighbouring Kenya in terms of mobile telephone development.

In Kenya, four rival private sector telecom operators vie for business and the mobile penetration rate had risen to 63% by the end of 2010. In Kenya people own mobile handsets in the most remote rural communities and use them regularly.

Ethiopia is something of a laggard in telecoms development.

In 2010, the International Telecommunication Union (ITU) ranked Ethiopia 154 out of 159 countries surveyed in terms of access to information and communication technology (ICT).

Ethio Telecom said that in June 2011 it was operating 854,000 landlines- roughly one line per 100 people in the country.

However, the country's telecoms sector is growing very fast. Ethio Telecom reported a 46% increase in subscriber numbers during the 12 months to June 2011.

A massive increase in mobile phone subscriptions accounted for most of this growth.

Call charges are cheap. There is a standard tariff of 0.3 birr (two US cents) per minute to all Ethiopian mobiles and landlines.

In most countries competition between rival mobile operators has driven subscriber numbers and network coverage up and call charges down.

The Ethiopian government has not so far announced any plans to liberalise the telecommunications sector.

However, in December 2010, it signed a two-year deal to outsource the management of Ethio Telecom to France Telecom in a bid to improve its network coverage and level of service.

This deal has led to an influx of French managers and technical advisors.

Ethio Telecom insiders say that in the past investments to expand network coverage did not always focus on areas with a high population density and revenue potential and this restricted traffic and revenue growth.

Government oversight of the telecoms networks is strong.

Purchasers of new mobile phone SIM cards are required to show proof of identity and register the corresponding phone line in their own name.

Cyber cafes also keep a register of their customers.

Many Ethiopians assume that government security agencies routinely monitor telephone calls and email traffic.

Internet users say many websites run from abroad that are linked to opposition groups within Ethiopia or which are critical of the government have been blocked by the authorities.

In 2005, the government blocked the SMS text messaging service of EthioTelecom, saying it has been misused by the political opposition during hotly contested elections that year.

SMS messaging remained suspended for two years. It was only restored in 2007.

Some companies now use SMS messages to distribute advertisements, but mass SMS messages sent in **Amharic** only have a limited impact.

Very few handsets are enabled to display the Amharic alphabet.

Organizations seeking to use software-based programs to distribute bulk SMS messages to large groups of people, such as Frontline SMS may be required to obtain prior authorisation for such activities from the government.

Internet usage in Ethiopia is very low and restricted to the main towns.

The ITU estimated that in 2010 less than one percent of Ethiopia's population had access to the internet.

According to the CIA World Factbook, there were only 447,000 internet users in Ethiopia in 2009.

However, the popularity of the internet and social networking is growing fast.

According to the website [www.socialbakers.com](http://www.socialbakers.com), which measures internet usage, there were nearly 370,000 Facebook users in Ethiopia in September 2011. Of these, 110,000 had signed up over the previous six months.

Ethio Telecom is the sole provider of internet access in Ethiopia.

Home or mobile internet access is beyond the means of most Ethiopians.

Most surfers go online at their place of work or at internet cafes. In Addis Ababa, some of the educated elite take advantage mobile internet access.

In September 2011, Ethio Telecom charged about 1,100 birr (US\$65) per month for a 2 mbps ADSL line with a 6 gigabyte data-transfer limit.

All the same, Ethio Telecom is planning to expand its ADSL network and mobile-data network.

The company has already reduced its internet tariffs and the cost of internet access may fall further as subscriber numbers increase.

Many of the most popular internet services, such as Google searches, internet-based email, Facebook and Twitter, can be easily accessed on rudimentary smart phones that access the mobile-data network.

Some affluent Ethiopians use USB plug in modems to access the Internet via their laptop computers.

Access to websites that are sympathetic to the political opposition, or deemed hostile to the government, may be blocked from inside Ethiopia.

*“Opponents of Ethiopia's current political regime have increasingly used online media to criticize the government, and the country has responded by implementing a filtering regime that blocks access to popular blogs and the Web sites of many news organizations, dissident political parties, and human rights groups”,* the Canada-based OpenNet Initiative said in a 2009 report <http://opennet.net/research/profiles/ethiopia>

*“However, filtering is not comprehensive, and much of the media content that the government is attempting to censor can be found on sites that are not banned”,* it added.



**Ethio Telecom** [www.ethionet.et](http://www.ethionet.et)

State-run Ethio Telecom is the sole provider of telecommunication services in Ethiopia.

It runs the country's landline and mobile networks and provides access to the internet.

The company said on its website that in June 2011 it had 10.5 million mobile subscribers, 854,000 fixed lines and 129,000 internet subscribers.

Ethio Telecom said that its overall customer base had grown by nearly 46% over the preceding 12 months.

In July 2011, Ethio Telecom introduced new lower value scratch cards in denominations of five and 10 birr (30 and 60 US cents) for its pre-paid mobile customers to encourage greater mobile phone use among low income groups.

It has also cut the cost of new SIM cards to 40 birr (US\$2.30).

Call charges are low. There is a standard tariff of 0.3 birr (two US cents) per minute for voice calls to all domestic mobiles and landlines.

SMS messages also cost 0.3 birr each, but heavy discounts are available on bulk purchases.

In December 2010, the government signed a two-year deal to outsource the management of Ethio Telecom to France Telecom in a bid to improve its network coverage and level of service.

A rather outdated mobile coverage map of Ethiopia is available online through the following link:

[http://maps.mobileworldlive.com/network\\_info.php?nid=3695&org\\_id=65&cid=117](http://maps.mobileworldlive.com/network_info.php?nid=3695&org_id=65&cid=117)

In September 2011, there was no Ethio Mobile mobile coverage of the Dolo Ado refugee camps near the Somali border, but Somali networks could be picked up in the area.

**Contacts?**

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## **11. Principal Sources**

Ethiopia Ministry of Communications and Information Technology

Ethiopia Broadcasting Authority

Officials of Boricha Woreda, southern Ethiopia

Ethiopia Media Mapping 2011, Ward, D. Electoral Reform International Services, 2011

Audience Survey Ethiopia 2011. Ward, D., with Ayalew, S. Electoral Reform International Services, 2011.

Ethio Telecom

Ethiopian Film Initiative

Ethnologue.com

Freedom House

OpenNet Initiative

CIA World Factbook Ethiopia

GSM World

International Telecommunications Union

Reporters Without Borders

United Nations OCHA

United Nations Human Development Index

Interviews with Ethiopia-based journalists

Interviews with international NGO and UN workers

University of Texas Library

BuddeComm

## Annex 1

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## Annex 2 Selected Ethiopian journalists

No	Media Name	Focal Person	Telephone No.	E-mail
1	Ethiopia Radio and Television Agency	Ato Solomon Tesfaye, GM <sup>1</sup> Ashebir Getnet, News Head Birtukan Haregewoyn, Editor Solomon Tesfaye News Center News Center Landline Samrawit	0911 22 63 53 0911 64 05 65 0911 74 00 35 0911 68 09 96 0115 15 66 47 0911 45 40 72	
2	Ethiopian News Agency	Office  Gebremichael, News Director Teshome, editor Getachew Yalew (reporter)	0111 56 52 21 or 0111 55 00 11 0913 53 96 93 0911 64 04 79 0913 26 07 74	<a href="mailto:ena@ethionet.et">ena@ethionet.et</a>
3	Ethiopian Press Agency (Herald, Addis Zemen, Bariisaa etc)	Sebsibie, GM Aregu Herald Editor Anteneh Zemen Editor Addis (Addis Zemen reporter)	0911 20 16 97 0911 63 76 45 0911 24 01 16 0911 62 36 21	<a href="mailto:et.press@ethionet.et">et.press@ethionet.et</a> <a href="mailto:eth.herald@gmail.com">eth.herald@gmail.com</a> <a href="mailto:addtgok@yahoo.com">addtgok@yahoo.com</a>
4	WALTA Information Center	Office Etsegenet, News & Web Ato Molla Yohannes , reporter	0114 67 03 03 0911 74 94 21 0911 94 32 26 0912 02 18 40	<a href="mailto:wic@waltainfo.com">wic@waltainfo.com</a>
5	RADIO FANA	Assefa Ahmed, News Head Biruk Kebede,	0911 21 98 83 0911	<a href="mailto:rfana@radiofanaa.com">rfana@radiofanaa.com</a>
6	SHEGER FM102.1	Teferi, GM Solomon Guangul	0911 20 80 75 0911 851274	<a href="mailto:solomonguangul@yahoo.com">solomonguangul@yahoo.com</a>
7	AFRO FM	Office Hasiat Fessha, GM Shimelis, ex GM Gedion Mezmur Makeda Yohannes	0116 62 34 34 0911 478 734 0911 12 60 99 0911 68 97 81 0911 48 03 36	<a href="mailto:hasietfessha@yahoo.com">hasietfessha@yahoo.com</a> <a href="mailto:gedion@afro105fm.com">gedion@afro105fm.com</a> <a href="mailto:makeda@afro105fm.com">makeda@afro105fm.com</a>
8	ZAMI Public Connection	Zerihun Teshome, GM Mimi Sebhatu, DGM	0911 21 54 89	
9	The Reporter Newspaper	Amare Aregawi, owner & publisher Melaku Demissie Zekariyas Kaleyesus, Reporter Yemane Nagish, Reporter Merga Yonas	0911 20 20 47  0912 15 80 93 0911 46 18 04 0911 57 01 35	<a href="mailto:mccreporter@yahoo.com">mccreporter@yahoo.com</a>
10	Fortune Newspaper	Tamirat G.G (Managing Editor)  Eden Sahle Office Kalkidan Mihiretu (photographer)	0911 76 05 04 0911 60 64 40 0913 38 25 41 0115 53 81 40 0913 56 65 36	<a href="mailto:tamrat@addisfortune.com">tamrat@addisfortune.com</a> , <a href="mailto:addisfortune@hotmail.com">addisfortune@hotmail.com</a>
11	The Daily Monitor Newspaper	Biruk, Editor Wondwasen, Editor	0911 08 24 12 0911 89 86 95	<a href="mailto:themonitor@ethionet.et">themonitor@ethionet.et</a>

<sup>1</sup> GM refers to General Managers

		Office	0111560199/01 11560794	
12	Capital Newspaper	Tigist Yilma, Editor Kirubel Tadesse Muluken Yewndwosen Office	0911 20 25 95 0911 12 16 35 0911 36 83 77 0116 51 33 75	<a href="mailto:tequest@capitaethiopia.com">tequest@capitaethiopia.com</a> <a href="mailto:kirubel_tadesse@yahoo.com">kirubel_tadesse@yahoo.com</a> <a href="mailto:syscom@ethionet.et">syscom@ethionet.et</a>
13	The Sub-Saharan Informer	Samson Haileyesus  Dereje Birhanu	0911418483 or 0911869159 0911470210	<a href="mailto:info@ssinformer.com">info@ssinformer.com</a>
14	Sendek Newspaper	Abebe Ferew (Managing Editor) Tsegaw Zerihun Office	0911 61 79 35 0911 95 58 16 0911 73 59 18 0116628196/01 16184034	
15	Google Newspaper	Birhanu Addis Tesfa	0911 51 71 76 0911 63 24 74	<a href="mailto:addistes@yahoo.com">addistes@yahoo.com</a>
16	Addis Press Newspaper	Nebiyu Hailu Office	0911 124769 0112 782232	
17	Addis Were Newspaper	Editor Office	0920 62 85 62 0111 11 36 37	<a href="mailto:addiswere@yahoo.com">addiswere@yahoo.com</a>
18	Addis Admas Newspaper	Office  Tsion G, Editor Metasebiya Solomon Gebreigzber, Editor Anteneh Aklilu(photographer)	0115155222 or 01115153660 0911 63 62 01 0911 62 49 15 0911 63 15 10 0911 99 67 89	<a href="mailto:addisadmas@ethionet.et">addisadmas@ethionet.et</a>
19	Addis Lisan	Abebe, Vice Editor Neway Tsegaye, Vice Editor Office	0911 47 53 87 0911 60 20 09 0111 55 95 29 or 0111 57 65 70	<a href="mailto:abebewg@yahoo.com">abebewg@yahoo.com</a> <a href="mailto:addmedia@ethionet.et">addmedia@ethionet.et</a>
20	Ethio-Channel Newspaper	Office Samson, Managing Editor Letarik,	0115 51 44 92 0911 11 01 37 0911 63 03 73 0911110137 0913115691 0911978718	<a href="mailto:sammeade@ethionet.et">sammeade@ethionet.et</a>
21	Awramba Times	Dawit Kebede  Awuramba reporter	0911 69 16 55 or 0911 62 92 52 or 0911 11 03 90 0912 06 48 82	<a href="mailto:awrambatimes@gmail.com">awrambatimes@gmail.com</a>
22	Dagu Newspaper	Selamawit Tesfahunegn Office	0911 33 90 69 0115 548838/37	<a href="mailto:daguethiopia@yahoo.com">daguethiopia@yahoo.com</a> <a href="mailto:daguethiopia@gmail.com">daguethiopia@gmail.com</a>
23	Negadiras Newspaper	Atinafu	0911 10 74 79	
24	Fetih Newspaper	Temesgen desalegn	0911928401 or 0911712361	<a href="mailto:Fetih_gazeta@yahoo.com">Fetih_gazeta@yahoo.com</a>
25	Sened Newspaper	Asegid Tefera	0911 60 52 05	<a href="mailto:asegidsened@gmail.com">asegidsened@gmail.com</a> <a href="mailto:chusened@gmail.com">chusened@gmail.com</a>
26	Mesenazeriya Newspaper	Wosenseged Meshesha	0911 93 71 97 0913 48 30 22	

27	Kumneger Magazine	Tamirat Hailu, GM	0911 23 20 15	
28	Focus Magazine	Elias Awoke	0911 22 64 40	
29	Oromia Mass Media Agency (OMMA)	Tiruwork Teka (Head, oromia TV)	0911 67 76 96	
30	Amhara Mass Media Agency (AMMA)	Mezmur, Head News Hasan Aschalew Abraham (FM Gondar Head) Gondar ENA Amare (Gondar AMMA Head) Engidaw (Godar AMMA Vice)	0918 76 69 67 0918 76 34 97 0918 71 98 23 0918 22 31 01 0918 78 50 41 0918 70 05 58 0918 78 97 79	
31	South Mass Media Agency (SMMA)	Woldamanuel	0916 83 15 43	
32	Addis Ababa Mass Media Agency (AAMMA)	Nigussu ETV2, News Head	0911 89 99 86	
33	Dire Dawa Mass media Agency (DDMMA)		0251 11 13 46	
34	Harari Mass Media Agency (HMMA)	Alemishet (Head)	0915 33 00 69 0256 66 17 47	