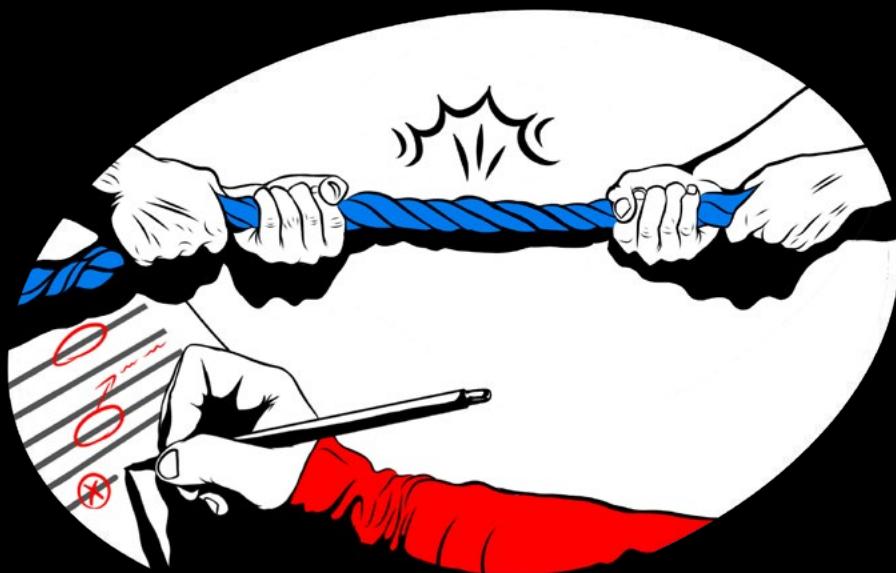


**A BASELINE STUDY
ON CONFLICT SENSITIVITY
OF EDITORIAL POLICIES AND
THEIR IMPLEMENTATION
IN ETHIOPIA**

&

**A REVIEW OF CONFLICT-
SENSITIVE REPORTING
IN ETHIOPIA**



Wondwosson Nigussie Belete

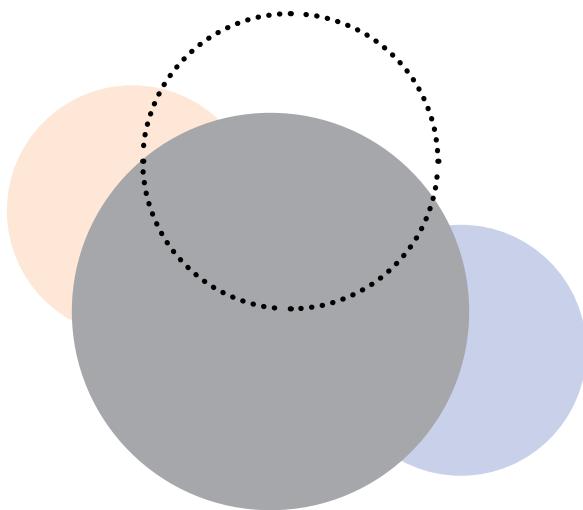
November 2022

Addis Ababa, Ethiopia



CARD

ደንብናት እና ደሞክራሲያዊ ሪፐብ
CENTER FOR ADVANCEMENT OF
RIGHTS AND DEMOCRACY



About CARD

The Center for the Advancement of Rights and Democracy (CARD) is a board-led, for-not-profit organization registered in Ethiopia under the Civil Societies Law 1113/2019 with registry number 4307. CARD acquired its legal personality on 24 July 2019.

CARD aspires to see Ethiopia where democratic culture flourished on human rights values and has been working with a mission to empower citizens and groups of citizens to ensure their ability to promote and defend human rights and build democratic governance in Ethiopia.

A Baseline Study On Conflict Sensitivity Of Editorial Policies And Their Implementation In Ethiopia and A Review Of Conflict-Sensitive Reporting In Ethiopia

Wondwossen Nigussie Belete

November 2022

Addis Ababa, Ethiopia

Book design: Armonium Solomon

A BASELINE STUDY

ON CONFLICT SENSITIVITY

OF EDITORIAL POLICIES AND

THEIR IMPLEMENTATION

IN ETHIOPIA

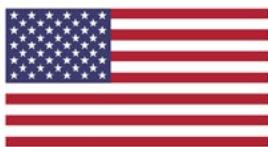
&

A REVIEW OF CONFLICT-

SENSITIVE REPORTING

IN ETHIOPIA

This project is generously financed by



Wondwosson Nigussie Belete

November 2022

Addis Ababa, Ethiopia

FOREWORD

We are in an era when conflicts are prevalent in Ethiopia and when it is important to develop maximum sensitivity should the country solve the conflicts in peaceful dialogues. The role of the media is vital in either conflict resolution through or exacerbation through war propaganda. Editorial policies are also meant to shape the narrative, set standards, and draw lines of ethics that media outlets are expected to establish. However, the nexus between the Ethiopian media outlets reporting and their editorial policy has not been studied enough. The orientation of Ethiopian media outlet's in terms of conflict sensitivity and the extent to which their editorial policy can moderate it has not been a stakeholders discourse agenda.

The Center for the Advancement of Rights and Democracy (CARD) is civil society organization that is envisioning to see Ethiopia where democratic mass culture is flourished with human rights values; our mission towards the vision is empowering citizens and groups of citizens to ensure their ability to promote and defend human rights and build democratic governance in Ethiopia. CARD recognizes vibrant media with a safe space as well as a high professional and ethical standard is vital for any democratization. Therefore, it has been running a Media Literacy Program since its foundation in July 2019. Under this Program, the two main pillars have been the promotion of the media space and the safety of journalists as well as the professional and ethical integrity of media practitioners. To this end, CARD has commissioned the development of multiple researches, facilitated dialogue platforms for media practitioners, and offered series of training. To curb the escalation of disinformation and inflammatory

discourse within the context of conflicts and the advancement of technology facilitating fast flow of information, CARD has continuously monitored, documented, and reported online and legacy media narratives, run awareness raising campaigns against disinformation, produced materials to raise disinformation countering skills of practitioners, engaged with social media platforms for improved content moderation, and advocated for professional and ethical reporting. However, the challenges still persist to be broad and seek more interventions.

As part of countering disinformation and hateful sociopolitical discourse, CARD strongly believes it is important to shape the policies of media outlets to improve their conflict-sensitivity to enable them play constructive roles in their reports concerning conflicts in Ethiopia. Therefore, CARD has commissioned the development of studies on editorial policies, their conflict sensitivity, as well as an overall review of conflict sensitive reporting in Ethiopia. The findings of these studies help us identify the gaps of the media in policies and implementation over their roles in promoting contextualised sensitivity in times of conflicts and design the proper interventions to the professional capacity building of media outlets and their practitioners. The research will also be followed by panel discussion with media leaders and experts as well as series of trainings to editors and reporters.

These studies have been generously supported by financial contributions by the Open Society Foundation and the Public Affairs Section of the United States Embassy in Addis Ababa.

CONTENTS

Abbreviations	1
PART ONE A BASELINE STUDY ON CONFLICT SENSITIVITY OF EDITORIAL POLICIES AND THEIR IMPLEMENTATION IN ETHIOPIA 3	
1	Executive Summary 4
	General Introduction 10
	Introduction 11
	Methodology of the baseline study 14
	Organization of the study 19
2	A Brief Review of Relevant Concepts 20
	Media Regulation and Self-regulation Concepts 21
	Conflict Sensitivity and Editorial Policies 26
	Checklist for conflict-sensitive editorial policy (CSEP) 29
	The Ethiopian Media and Self-regulation 33
	Regulatory Organ, Regulation, and Self-regulation in the Ethiopian Media 34
	The Ethiopian Media Council (EMC) and Self-regulation 39
3	Analysis, Presentation, and Discussion of Findings 42
	Review of CSEP in selected media houses 43
	Basic Description and Results of the Key Informant Interviewees 69
	Editorial Policies and Their Practical Implementation in Ethiopia 75
4	Concluding Remarks and Recommendations 84
	Summary Points and Concluding Remarks 85
	Recommendations 91
	References 94
	Annexes 99

CONTENTS

PART TWO: A REVIEW OF CONFLICT-SENSITIVE REPORTING IN ETHIOPIA 106

1	Executive Summary	107
	General Introduction	110
	Introduction	111
	Methodology	114
	Organization of the desk research	115
2	A Brief Review of Relevant Literature	116
	Basic concepts of conflict and media	117
	The role of the media in peacebuilding and conflict	119
	Conflict sensitive reporting	122
	Conflict Analysis	125
	Gender-and Conflict-Sensitive Journalism	127
	The structural working conditions in transitional societies	132
3	Review of the Media Landscape in Ethiopia	134
	The Legal and Policy Framework for Freedom of Expression in Ethiopia	135
	The Ethiopian Media landscape	140
	Conflict-sensitive reporting issues	148
4	Conclusion and Recommendation	154
	Conclusion	155
	Recommendations	160
	References	163

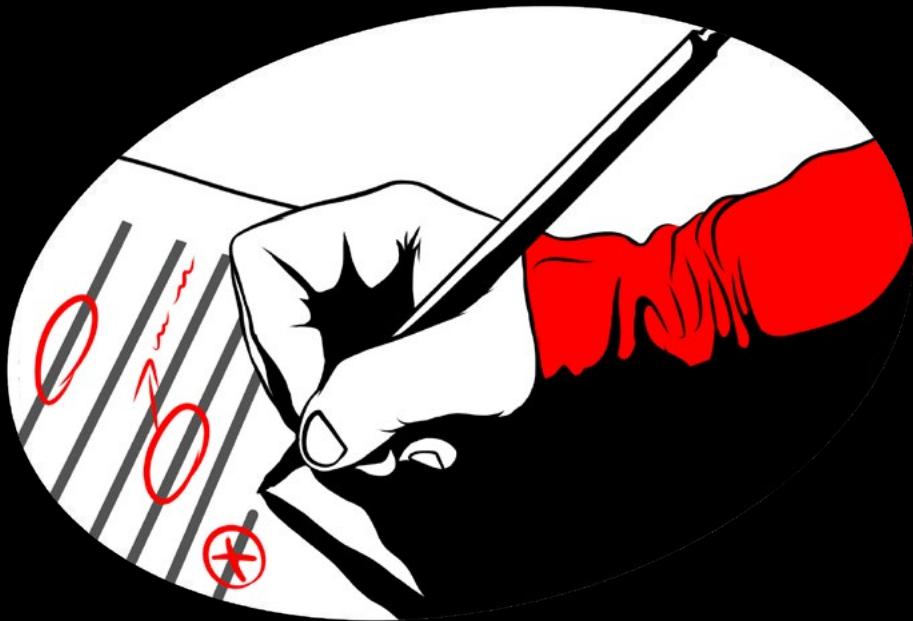
ABBREVIATIONS

ACHPR	African Charter on Human and Peoples' Rights
AS	Addis Standard
AU	Africa Union
ACHPR	African Commission on Human and Peoples' Rights
APN	African Peace Building Network
AMMA	Amhara Mass Media Agency
AMC	Amhara Media Corporation
ACLED	Armed Conflict Location and Event Data Project
CARD	Center for Advancement of Rights and Democracy
CSOs	Civil Society Organizations
CDA	Conflict and Development Analysis
CSEP	Conflict Sensitive Editorial Policy
CS	Conflict Sensitivity
CSJ	Conflict-Sensitive Journalism
CSR	Conflict-Sensitive Reporting
EMA	Ethiopian Media Authority
EBC	Ethiopian Broadcasting Corporation
EMC	Ethiopian Media Council
EPA	Ethiopian Press Agency
ESAT	Ethiopian Satellite Television
ECHR	European Court of Human Rights

FBC	Fana Broadcasting Corporation
FDRE	Federal Democratic Republic of Ethiopia
FRI	Foreign Relations Institute
F.M	Frequency Modulation
IEP	Institute for Economics and Peace
ICCPR	International Covenant on Civil &Political Rights
IMS	International Media Support
KII	Key Informant Interview
NGOs	Non-Governmental Organizations
OSCE	Organization for Security and Cooperation in Europe
OBN	Oromia Broadcasting Network
OMN	Oromia Media Network
PO	Programme Officer
RSF	Reporters Without Borders
UN	United Nations
UNDP	United Nations Development Programme
UNDP	United Nations Development Programme
UNESCO	United Nations Educational Science and Cultural Organization
UNSCR	United Nations Security Council's Resolution
UDHR	Universal Declaration of Human Rights

PART ONE

A BASELINE STUDY ON CONFLICT SENSITIVITY OF EDITORIAL POLICIES AND THEIR IMPLEMENTATION IN ETHIOPIA

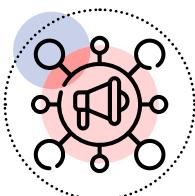


EXECUTIVE SUMMARY

The purpose of this baseline study is to assess the extent to which the reviewed editorial policies of selected media houses in Ethiopia adopted conflict sensitivity in their editorial policies while also gauging the scope of practical implementations of the editorial policies in Ethiopia.

A qualitative research design method and purposive sampling were employed in undertaking this baseline study. For the purposive sampling, the study combined critical case sampling and expert sampling sub-types with the criterion sampling strategies as needed.

Criteriawise, media outlets were selected: for constituting several outlets and platforms, representing public/ state, private, and commercial realms, the multiplicity of broadcasting (publishing languages), the broad geographical scope of coverage (reachability), and years of experience and viability in the sector, etc. To this end, both primary and secondary data sources, in-depth interviews, and document analysis were used as data collection tools.



10 MEDIA HOUSES INCLUDED IN THE SURVEY

The baseline study about conflict sensitivity in editorial policies is conducted on ten (10) media houses in Ethiopia and reviewed the respective editorial policies of each media outlet. The reviewed editorial policies constituted six electronic media (60%), one digital media (10%), one digital & print (10%), one print (10%), and one electronic & print (10%).

The media that are covered under this survey are Addis Standard, Addis Zeybe, Amhara Media Corporation, Asham TV, Ethiopian Broadcasting Corporation, Ethiopian Press Agency, Fana Broadcasting Corporation, Ethiopian Satellite Television, Oromia Media Network, and Prime Media.

Besides, the content analysis on the selected editorial policies, primary data is gathered from a total of thirteen (13) key informant interviewees. They comprised eight (8) journalists and five (5) respondents from media researchers, consultants, and CSOs.

Almost all Ethiopian media (print, broadcast, and online digital and whether owned privately or by the state) outline their basic daily practices in their editorial policies. Other than Prime Media, all the media houses whose editorial policies we reviewed had their editorial policies. When seen in their years of practice; the reviewed editorial policies ranged from 20 years of longevity (in the case of the Ethiopian Press Agency) to a little more than two and a half years (Asham TV). In describing the overall contents of the reviewed editorial policies, in terms of their size and comprehensiveness: they showed a significant variation too.

The editorial policies ranged from a few pages with general provisions to those detailed and comprehensive editorial policies. Media outlets, such as Addis Zeybe, Ethiopian Satellite

Television (ESAT), and Oromia Media Network (OMN) outfitted the earlier category, i.e., having editorials policies of few pages with general provisions, while other media outlets, such as Addis Standard and Amhara Media Corporation (AMC) could be labeled to be of medium size.

When seen in the light of the checklist for conflict-sensitive editorial policies manifested, among others, through the emphasis given to avoiding polarising, emotional, and imprecise words and the sense of considerable gist attached to conflict-sensitive and peace journalism concepts and practices showed much resonance within the Ethiopian Broadcasting Corporation (EBC), Ethiopian Press Agency (EPA), Fana Broadcasting Corporation (FBC) and Asham TV editorial policies.

Besides, when evaluated from the perspective of being meticulous relating to commendable issues necessitated sensitivity, their editorial policies could be labeled as comprehensive and detailed in their contents. Finally, the degree of emphasis attached to maximizing common grounds and looking for commonly shared unifying factors between opposing parties instead of mainly focusing on the reporting of divisions distinctly marked this category.

EBC, EPA, FBC, and Asham TVs' editorial policies along with AMC's editorial policies', did also have codes of conduct and a statement of ethical principles. Ethiopian Broadcasting Corporation's editorial policy (which also served Ethiopian Radio, and the online version, besides Ethiopian Television) had the highest maximum pages -240 pages.

In viewing the reviewed editorial policies, in line with the conflict-sensitivity demonstrated within each of the reviewed editorial policies; it could be asserted that FBC's editorial policy has been the most comprehensive and detailed of all the

reviewed editorial policies. Enacted in 2018, FBC's editorial policy is updated and detailed in its content. Starting from specifying news types along with their nature and genres; more notably, there have been several sections and sub-sections relating to conflict-sensitive reporting.

The editorial policy of FBC stipulates possible conflict arenas by contextualizing them in terms of the country's specific situations. Issues the policy includes conflict between regional states, elections, referendum, religious affairs, crime issues, war and security, violence, terrorism, internal conflicts, state of emergency, peaceful demonstration and protest to many others have been addressed. Much emphasis has also been given to the sense of precaution and frequent reminding for prioritizing conflict prevention and reducing harm before being happened.

The editorial policy even specified all the necessary precautions and sensitivity to be taken while covering conflicts, and the safety measures to be taken not to provide any information implicating that the conflict has an ethnic or clan conflict dimension at all. Any other information implicating either the identity of perpetrators or injured parties of the conflict is not to be covered.

Next to FBC, Asham TV's editorial policy is found to be comprehensive and had better conflict-sensitive editorial policy compared to the policies under scrutiny. FBC and Asham TV editorial policies go beyond the 'Do's and Don'ts' standard and specified what is to be done (what to be followed) while reporting issues related to any kind of conflict. The editorial policies of EBC, Ethiopian Press Agency, and Amhara Media Corporation (AMC) mainly stressed prevention instead of addressing how to report conflict issues.

Theoretically, all the reviewed editorial policies claimed their editorial independence. However, the actual practice both for public/state-owned media broadcaster and “independent” private media houses have not proved this to be realized. For instance, in contrast to the provisions of guaranteeing editorial, operational and administrative independence of any public service broadcaster from any person including the government and its institutions, the real exercises on the ground were unconvincing. The public broadcaster media would usually serve the government through their positive reporting with few critical reflections on socio-political challenges. The public/state media broadcasters were almost entirely dominated by government voices or issues related to the government, pinpointing how the government influenced the content.

Likewise, the private media has not been immune from such gaps as it clings to the owners' interest. Framing of issues is also mainly based either on the media's political interest or the ethnic group's interest of the owners.

Thus, the actual practices of adherence to the stated principles and editorial policy provisions both in the public and private media in Ethiopia is remained to be challenging.

Regarding the scope of application of the editorial policies, the entire editorial policies reviewed stated that they apply to the media houses, their sources, and their partners.

The gap between the Conflict-Sensitive Editorial Policy (CSEP) and actual implementation has been given much importance by a great deal of the Key Informant Interviewees and established by the secondary data too. Since effective conflict sensitivity implementation requires a commitment from top to bottom; notably the devotion of the top management. Thus, equal emphasis should be given to the

actual implementation of the editorial policy itself, besides the provisions of CSEP. More specifically, the commitment of the leadership, fostering through buy-in at leadership and senior management levels should be considered.

Similarly, the lack of understanding as to their editorial policies from journalists themselves, the issue of political polarization ethnicization, fractured and polarized political landscape conditions, etc had implications on the success of media self-regulation. Since political cleavages dividing the public sphere have their ramifications on the journalist communities and on their agencies too, hindering collaborative efforts and jointly pursuing common interests.

Besides, observable gaps within the reviewed editorial policies, i.e., the fact that they were not comprehensive enough, and those major hindrances affecting the effective running of media self-regulation within the Ethiopian Media Council and other challenges also implicated the success of the media self-regulation.

In principle, there seemed to be a consensus as to the pivotal role the media has in conflicts (either positively or negatively), be it among the entire key informant interviewees and as determined by the secondary data too. The media play a central role either in contributing either positively or negatively. Nevertheless, to attain optimal and significant provisions of Conflict Sensitive Editorial Policy (CSEP) and address gaps observed in the practical implementation of the editorial policy; among others, strong and robust self-regulation mechanisms should be in place in general while conflict-sensitive editorial policy provision along with a strong sense of commitment to implement it specifically should be established.

1

GENERAL INTRODUCTION





INTRODUCTION

Media regulation includes the holistic and complementary interaction of controls and guidance by established rules, procedures, and standards. Media regulation encompasses all means by which media organizations are formally controlled or directed to conduct their day-to-day activities.

It is the use of legal means to control media ownership and the content of media communications; encompassing the use of formal statutory rules laid down by public authorities (Bereket Shimelis, 2017).

Van den Bulck, et al., (2019) defined media regulation as the specific instruments that are deployed on media organizations to achieve specified policy goals. Self-regulation, on the other hand, implies “that an industry-level organization sets the rules and standards relating to the behavior of firms in the media industry”

The self-regulation system of the media is an attempt by editorial office professionals to create, adhere to and oversee voluntary editing guidelines, and to open the learning process relating them to the public. In that, the media set protocols for themselves and stick to those rules as guidelines in performing their work.

The process of media regulation in many democratic states essentially congregates around an independent regulatory body. Such an independent regulatory body makes decisions in situations where there are conflicting interests. Among others, fostering a fine and secure self-regulatory environment serves to reduce a government's regulatory responsibilities, and possibly affect a media to be freer and more independent.

Considering media regulation and self-regulation as two sides of the same coin; Radu Mi^rza (2021) regarded media regulation as primarily functioning to protect democracy via regulating contents, while self-regulation focuses on building democratic practices through regulation of the media sector by the media itself.

By understanding the political and social value of the media, almost all governments across the world develop some policies aimed at regulating and controlling the media. However, methods to be employed differ from government to government. Self-regulation of the media is built upon the idea that professionals in the sector should be governed by common ethical and professional standards ruling out interferences from government and other public bodies (MERSA Media Institute, 2021).

Media self-regulation is about establishing minimum principles on ethics, accuracy, personal rights, and so on, while fully preserving editorial freedom on what to report and what opinions to express. However, it should be noted that self-regulation is not censorship and not even self-censorship (OSCE, 2008).

A briefing note by IMS (2021) reiterates that self-regulation has two main characteristics: the independency of government control and the involvement of members of the media

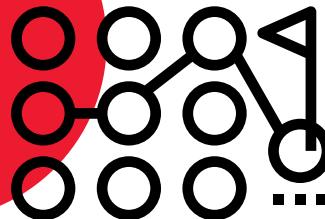
organization in the regulation process. Melanie Cishecki (2002: 9) also underlines: “self-regulation begins with members of an industry establishing a regulatory body to achieve shared goals that could not be met by any individual members. The central tenet of self-regulation is that it is a voluntary process in which industry establishes a code of conduct that is to be beneficial for all members.”

Although self-regulation takes various shapes in different countries and industries, shared and defining self-regulation features constitute, being a voluntary process, that begins with members of an industry establishing a regulatory body to achieve shared goals.



In this respect, the Ethiopian Media Proclamation, (Proclamation NO. 1238/2021), article (34), defines, “media self-regulation” as “a voluntary peer review and learning process used by media institutions by setting up and abiding by editorial guidelines, professional ethics, and codes of conduct to enhance professional expertise and devise a mechanism to entertain complaints and ensure public accountability.”

The above definition of the proclamation about “media self-regulation” converges with those defining characteristics of self-regulation stipulated in many of the definitions. Its nature that it entails collaboration on, adherence to, setting of professional ethics practices or codes, and ensuring public accountability resonates within the Ethiopian Media Proclamation’s definition.



METHODOLOGY OF THE BASELINE STUDY

This section deals with the methodology of the baseline study. It highlights the research method, data sources, sampling technique and procedure, data collection tools, method of data organization, and analysis employed in the process of undertaking this baseline study.

A qualitative research method is, therefore, applied for this baseline study about editorial policies and their practical implementations in Ethiopia. The researcher employed both primary and secondary data sources for undertaking this baseline study about editorial policies and their practical implementations in Ethiopia.

In this study, editors, reporters, media managers and owners from several media outlets and media researchers, and experts working in selected media-related technical assistance CSOs/NGOs and research institutes served as primary sources to conduct in-depth interviews. While pertinent editorial policies of selected media houses in Ethiopia, relevant sector media policies, proclamations, and other relevant documents related to media self-regulation were used as secondary sources of the baseline study.

Hence, the baseline study used in-depth interviews and document analysis as its data collection tools. Purposive sampling, a non-probability sampling technique is used for the baseline study since it is widely used in qualitative research for the identification and selection of information-rich cases related to the phenomenon of interest.

Under the auspices of purposive sampling, the researcher combined critical case sampling (collecting cases that are likely to give the most information about the phenomenon to be studied) and expert sampling sub-types (including only those with expertise in a certain area) with the criterion sampling strategies as needed. Although there are several different purposeful sampling strategies, criterion sampling appears to be used most commonly in implementation research. However, combining sampling strategies may be more appropriate to the aims of implementation research and more consistent with recent developments in quantitative methods.

Criteria-wise, the sampled media outlets were selected:

- ➔ For constituting several outlets and platforms (such as radio, television, and newspapers; mixture and number of different radio stations (Nationals and range of FMs)
- ➔ Representing diverse realms (public/state, private, and commercial domains)
- ➔ The multiplicity of broadcasting/publishing languages
- ➔ The geographical scope of coverage/reachability,
- ➔ Years of experience and viability in the sector, and finally
- ➔ The willingness to respond to the interview.

However, some samples were included considering their connection to specific interests through their ownership (degree of ideological inclination/orientation, attachment or affinity to a certain ethnic group or certain political entities; and their fair definition of target audiences/readership basis.)

This is critical as ascertained by Terje Skjerdal and Mulatu Alemayehu (2021) indicating 'ethnic belonging and identity politics are gaining significance as a central frame of reference in the contemporary Ethiopian media discourse.' The study gave proof that several media outlets in Ethiopia play a part in the ethnic polarization rather than playing a role as a unifying factor. It also pinpointed the fragmentation of the federal state media structure with the growing importance of the regional mass media agencies (Terje Skjerdal and Mulatu Alemayehu, 2021).

Table 1:
List of media houses and editorial policies reviewed¹

Name of media	Media Type	Remarks
Addis Standard	Digital, Print ²	An English, Amharic, and Afan Oromo digital online newspaper.
Addis Zeybe	Digital	
Amhara Media Corporation	Electronic and Printed	In addition to Amharic, it broadcasts (Radio & TV) in 6 languages, including Hmt, Awì, Tigrinya, Afan Oromo, Arabic, and English. It also has publications
Asham TV	Electronic	
Ethiopian Broadcasting Corporation	Electronic	It includes ETV News Channel, ETV Entertainment Channel, ETV Language, and ETV Sports TV. The editorial policy of EBC also serves both Ethiopian Radio and the website.

1 Attempts' to get editorial policies of Debub F.M. and TV, Oromia Broadcasting Network (OBN), and Reporter Amharic was not materialized. Regrettably, could not be part of the review.

2 Addis Standard first started as a print media, then goes online and now exists as both print and online media.

Name of media	Media Type	Remarks
Ethiopian Press Agency	Print	It publishes a daily Amharic newspaper “Addis Zemen.”, “The Ethiopian Herald”, a daily newspaper except on Mondays in English, the weeklies: “Berissa” in Afan Oromo; “Wogahta” in Tigrigna, “Bakalecho” in Sidaamu Afii, “Al-Alem”- in Arabic languages, and another monthly magazine, known as “Zemen” in Amharic.
Fana Broadcasting Corporation (FBC)	Electronic	It includes Fana National Radio, Afaragha, Fana FM 98.1, 13 Regional FMs, and Fana TV
Ethiopian Satellite Television (ESAT)	Electronic	It includes ESAT Tv, ESAT Radio, Afan Oromo, Afan Oromo Radio, and ESAT English News
Oromia Media Network (OMN)	Electronic	OMN has online, Radio, and Television platforms; and broadcasts in Afan Oromo, Amharic, and English languages.
Prime Media / TV	Electronic	

Source: Data compiled by the researcher (April –June 2022)

The Key Informant Interviewees drawn from the media outlets and media researchers and CSOs are also presented in Table 2 below.

Table 2:

KII from media outlets, media researchers and CSOs

Name of media houses / Name of organizations	Position of KII/ respondents
Ethiopian Broadcasting Corporation (EBC)	Deputy Editor in Chief for the news and current affairs department
Amhara Media Corporation (AMC)	Director
Fana Broadcasting Corporation (FBC)	Assistant Editor
Ethiopian Press Agency (EPA)	Reporter I
Prime Media	Editor in Chief
Nahoo TV	Editor & Head (newsroom)
Woy Addis Ababa (Sheger FM.102.1)	Editor/ Producer
Asham TV	General Manager
International Media Support (IMS)	Program Officer (PO)
Foreign Relations Institute (FRI)	Lead Researcher
Ethiopian Environment & Forest Research Institute	Communication Director
Melkamsew Media Works	Manager
Independent consultant and media researcher	PhD Fellow and researcher

■ **Source:** data compiled by the researcher (April-June 2022)



ORGANIZATION OF THE STUDY

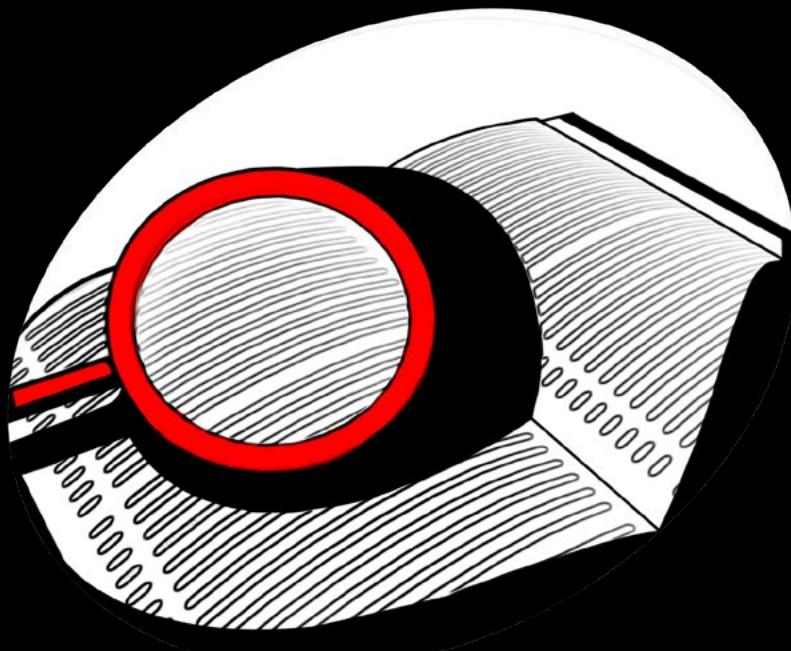
This baseline survey is organized into four chapters.

The first chapter is the general introduction that presents concepts addressed in the baseline study, the methodology of the baseline survey along with its organization. A concise review of relevant concepts is included in chapter two. Chapter three deals with the analysis, presentation, and discussion of the baseline study. Finally, the concluding remarks and the recommendations as per the findings of the baseline survey are highlighted in chapter four.



2

A BRIEF REVIEW OF RELEVANT CONCEPTS





MEDIA REGULATION AND SELF-REGULATION CONCEPTS

The forms of rules that aim to organize media systems are defined as media governance. Media governance covers "a much wider range of governing efforts by public and private actors, resulting in both a horizontal and vertical extension of power" (Van den Bulck, et al., 2019: 7).

As per the Councils of Europe (2022), media landscapes could be regulated by ensuing diverse methods. Subsequently, statutory regulation, self-regulation, and co-regulation can be considered the prime regulation systems. In specifying each of them, the councils further characterized self-regulation as a system where news media (collectively) draw up their regulations and take full responsibility for monitoring obedience through a media council. While statutory regulation is viewed as the setting of relevant legislative or regulatory rulings, monitoring, and enforcement of conformity by the state, co-regulation is treated as the hybrid form where self-regulation is supported in due course by the statutory regulation (Councils of Europe, 2022).

Media regulation includes the holistic and complementary interaction of controls and guidance by established rules, procedures, and standards. It, therefore, encompasses all means by which media organizations are formally controlled or directed to conduct their day-to-day activities. It is also the use of legal means to control media ownership and the content of media communications; encompassing the use of formal statutory rules laid down by public authorities (Bereket Shimelis, 2017).



Proclamation No. 1238/2021 article (33) defines "regulation" as a means that the work of following up, ensuring, and assisting broadcasting service licensees and online media so that they can operate and discharge their responsibilities in line with the law by setting and applying administrative rules relating to the operation of the media.

Media self-regulation refers to the combination of standards setting out the appropriate codes of behavior for the media that are necessary to support freedom of expression and the process of how these behaviors will be monitored or held into account (Puddephatt, 2011: 12). The self-regulation system of the media is an attempt by editorial office professionals to create, adhere to and oversee voluntary editing guidelines, and to open the learning process relating them to the public. In that, the media set protocols for themselves and stick to those rules as guidelines in performing their work.

Media self-regulation is about establishing minimum principles on ethics, accuracy, personal rights, and so on, while fully preserving editorial freedom on what to report and what opinions to express. However, it should be noted that self-regulation is not censorship and not even self-censorship (OSCE, 2008). Self-regulation of the media is built upon the idea that professionals in the sector should be governed by common ethical and professional standards ruling out interferences from government and other public bodies (MERSA Media Institute, 2021).

Viewing media regulation and self-regulation as two sides of the same coin; Radu Mîrza (2021) considered media regulation as a primary function to protect democracy via regulating contents; while self-regulation focuses on building democratic practices through regulation of the media sector by the media themselves.

Regulation can take two forms: internal or self-regulation and external regulations. Internal or self-regulation occurs when standards and controls are applied within the media sector by itself. While external regulation occurs when governments or other external actors apply the rules to media outlets and journalists. Carles Llorens (2019) viewed; state regulation of the media to be the most powerful and formalized mode of external regulation.

By understanding the political and social value of the media, almost all governments across the world develop some policies aimed at regulating and controlling the media. However, methods to be employed varies from government to government. The process of media regulation in many democratic states essentially congregates around an independent regulatory body. Such independent regulatory bodies make decisions when

conflicting interests arise. Among others, fostering a fine and secure self-regulatory environment serves to reduce a government's regulatory responsibilities and possibly affect the media to be freer and more independent.

Gustavo Gómez (2013) as quoted in IMS (202) underlines the state should regulate "the existence of free and independent media, the existence of three types of media: public, private and community, to guarantee access and participation of citizens to media ownership, to promote equal conditions for community media, to prohibit any form of censorship, to recognize and guarantee editorial freedom, and to guarantee freedom of expression."

On the other hand, the state must not regulate journalism ethics, critical views on issues of public interest, and critical views against governments (IMS, 2021). According to the European Court of Human Rights, to be compatible with freedom of expression, regulation should be prescribed by law, in pursuit of a legitimate aim, and geared towards encouraging responsible self-regulation (OSCE, 2008).

A briefing note by IMS (2021) reiterates that self-regulation has two main characteristics: the independency of government control and the involvement of members of the media organization in the regulation process. Self-regulation relies first and foremost on a common understanding by members of the profession of the values and ethics at the heart of their professional conduct. Melanie Cishecki (2002: 9) also underlines, "self-regulation begins with members of an industry establishing a regulatory body to achieve shared goals that could not be met by any individual members. The central tenet of self-regulation is that it is a voluntary process in which industry establishes a code of conduct that is to be beneficial for all members."

Although self-regulation takes various shapes in different countries and industries, the widely accepted and shared definition of the concept constitutes a voluntary process, that begins with members of an industry establishing a regulatory body to achieve shared goals. Thus, self-regulation requires standards to be set and agreed on by the individuals and institutions to which they will apply and the development of procedures and mechanisms for enforcing them. Fundamental to self-regulation is the principle of voluntary compliance.



Proclamation NO. 1238/2021, article (34), in this respect, defines, “media self-regulation” as “a voluntary peer review and learning process used by media institutions by setting up and abiding by editorial guidelines, professional ethics, and codes of conduct to enhance professional expertise and devise a mechanism to entertain complaints and ensure public accountability.”

The above definition of “media self-regulation” stated by the proclamation converges with those defining characteristics of self-regulation and stipulated in many of such definitions. To cite being a voluntary and learning process -collaboration on, adherence to, setting of professional ethics practices or codes, and ensuring public accountability resonates within the proclamation’s definition.



CONFLICT SENSITIVITY AND EDITORIAL POLICIES

Conflict sensitivity refers to systematically taking into account both the positive and negative impacts of interventions, in terms of conflict or peace dynamics, on the contexts in which they are undertaken, and conversely, the implications of these contexts for the design and implementation of interventions (Conflict Sensitivity Consortium, 2004).

Conflict Sensitivity in its media setting can be viewed as the ability to understand the context, meaning all socio-economic and political tensions, root causes, cultural and historical backgrounds as well as structural factors, in which the media is operating, because they all have the potential to become violent; understand the interaction between your intervention and the context; act upon the understanding of this interaction, to avoid negative impacts and maximize positive impacts (Conflict and Development Analysis, 2009).

Media outlets have an editorial policy which is a written or unwritten statement that guides the performance of managers, editors, reporters, presenters, as well as programs in the station.

They help in facilitating fairness and balance in news reportage, assisting journalists to apply the principles of the general good for all. It also enables journalists to be more careful and upright in handling their functions (Christopher and Onwuka, 2013).

Editorial policies, as written or unwritten statements, guide the performance of managers, editors, reporters, presenters, and programs within a station as they have an immense influence on journalistic functions (Abdulhameed Wodi, 2017). The editorial policy reflects in part an ideal, a code of operating practice. In this regard, editorial policy is the set of guidelines by which the news organization operates.

To put it in a net shell, an editorial policy, among others, contains the mission statement as an avenue for attaining the purpose of the media outlets. It also contains the house style that determines how programs are to be produced.

Conflict sensitivity refers to systematically taking into account both the positive and negative impacts of interventions, in terms of conflict or peace dynamics, on the contexts in which they are undertaken, and, conversely, the implications of these contexts for the design and implementation of interventions (Conflict Sensitivity Consortium, 2004).

Likewise, conflict sensitivity in its media setting can be viewed 'as the ability to understand the context in which the media is operating, understand the interaction between the intervention [by the media] and that context, and act upon that understanding to avoid negative impacts and maximize positive impacts on the conflict' (Conflict and Development Analysis, 2009).

Editorial policy in this respect is an expressed principle and philosophy of a media organization that defines the aim and objectives of such a media organization and how activities should be conducted toward achieving defined goals.

Thus, the editorial policy (mainly expresses the principles and philosophy of the media organization, defining its aim, objectives, and how activities are conducted) should be pronounced in light of being or adopting conflict sensitiveness within its editorial policy in particular and in its self-regulation mechanisms' in general.

In indicating the significance of conflict sensitivity editorial policy, (the Councils of Europe, 2021) pointed out that whenever reporting on conflicts is made the possibility of bettering or worsening life for the people involved is apparent. Thus, related to conflicts; reporting by media houses can equip people to make lifesaving decisions, enable better understanding between rivals and allow communities to share their concerns. While they can also provoke fear and hatred, enhance misunderstandings, and do damage to the prospects of peace.

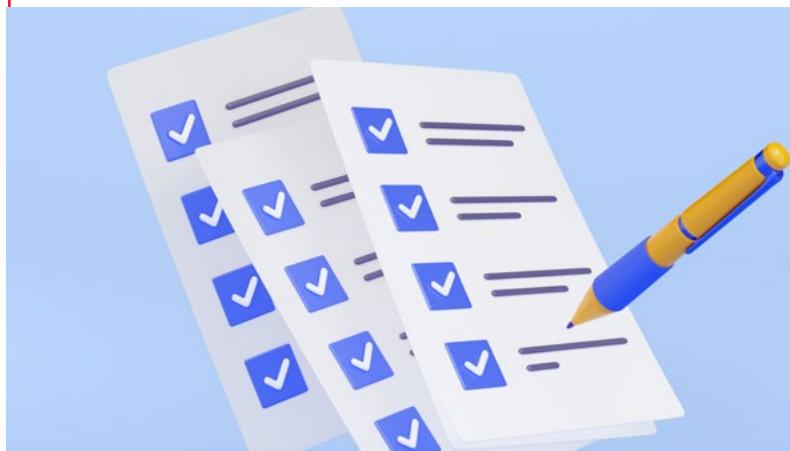
The concept of conflict sensitivity in editorial policy understood as conflict sensitive editorial policy implies that all media engagements and activities by the media must be aware of the context they are wording in, should comprehend the interface between their interventions and the context, and should deal with avoiding negative impacts and maximizing positive impacts, and realizing being conflict sensitive.

Consequentially, the media need to understand what conscious and unconscious role they play during their routine work as they might be reducing or at times aggravating conflicts (Friedrich Naumann Stiftung für die Freiheit, 2017).



CHECKLIST FOR CONFLICT-SENSITIVE EDITORIAL POLICY (CSEP)

There is no specific benchmark that serves as a checklist for conflict-sensitive editorial policy (CSEP). However, a pertinent checklist to be applicable for conflict-sensitive editorial policy is mainly adopted from conflict-sensitive reporting and peace journalism concepts and practices.



In this regard, Howard (2009) outlines a checklist for conflict-sensitive journalism which could be employed widely for conflict-sensitive editorial policies as follows:

- Avoid reporting a conflict as consisting of two opposing sides. Finding other affected interests and including their version of stories, opinions and goals are important.
- Avoid defining the conflict by always quoting the leaders who make familiar demands. Going beyond the elites and recounting the words of ordinary people who may voice the opinions shared by many is needed.
- Avoid only reporting what divides the sides in a conflict. Common ground, the opposing parties may share should be sought out.
- Avoid always focusing on the suffering and fear of only one side. Treat all sides' suffering as equally newsworthy.
- Avoid words like devastated, tragedy, and terrorized to describe what has been done to one group. Only quote someone else who uses these words.
- Avoid emotional and imprecise words.
- Avoid words like terrorist, extremist, or fanatic. These words take sides; make the other side seem impossible to negotiate with. Identify people and what they call themselves.
- Avoid making an opinion into a fact.
- Avoid waiting for leaders on one side to offer solutions. Explore peace ideas wherever they come from.

Besides, efforts were also made to highlight an ideal CSEP taking into consideration the multi-layered notions of conflict-sensitive journalism, peace journalism, and the contrasting concept of war journalism. The table below summarises the multi-layered notions of conflict-sensitive journalism and peace journalism, alongside the contrasting concept of war journalism.

Table 3:

The multi-layered notions of conflict-sensitive, peace, and war journalism

Conflict-Sensitive Journalism	Peace Journalism	War Journalism
<ul style="list-style-type: none"> • Avoid reporting a conflict as consisting of two opposing sides. • The report goes further than violence 	Peace/conflict oriented	War/violence-oriented
<ul style="list-style-type: none"> • Avoid making an opinion into a fact • Avoid polarising words • Avoid emotional and imprecise words 	Truth -oriented	Propaganda-oriented
<ul style="list-style-type: none"> • Go beyond the elites • Avoid focusing on the suffering and fear of only one side 	People-oriented	Elite-oriented
<ul style="list-style-type: none"> • Avoid only reporting what divides the sides in a conflict • Explore peace ideas wherever they come from 	Solutions-oriented	Victory-oriented

■ **Source:** Research Reviews for Media Development Practitioners 3

3 (Stated to be adapted from Howard, 2004; Lynch & McGoldrick, 2005)

In a supplementary and final effort to highlight conflict-sensitive editorial policies, an attempt is made to pin down media organizations' sensitivity to conflict by enquiring about the mainstreaming of conflict sensitivity. In that, whether conflict sensitivity is sustainably embedded within all endeavors of the media houses in general and within the editorial policies in particular or not.

The media houses' sensitivity to conflict is gauged in light of the notion and implementation of mainstreaming of conflict sensitivity across policy provisions (of which, editorial policy is one and basic) systems and structures.

Among others, mainstreaming conflict sensitivity in media organizations requires institutional capacity, commitment, and the right incentives; entailing a change in organizational culture, thinking, and practice (Conflict Sensitivity Consortium, 2012).

According to the Conflict Sensitivity Consortium (2012), key benchmarks for conflict sensitivity mainstreaming includes institutional commitment, policies and strategies, human resources (staff competencies, skills, and understanding), learning and knowledge management, integration into the overall organizational engagements, and external relations.

Of these benchmarks serving to highlight whether conflict sensitivity is mainstreamed in organizations or not, policy and strategy, human resources, learning and knowledge management, and integration components have particular relevance when dealing with conflict-sensitive editorial policies.

THE ETHIOPIAN MEDIA AND SELF-REGULATION

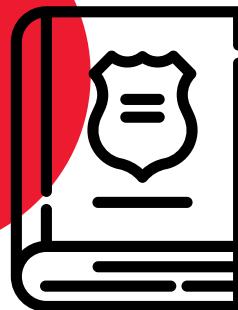


The dissemination of information in Ethiopia is facilitated through diverse channels of communication. TV, radio, and digital media are the dominant channels while print media holds a minimal share (Internews, 2021).

According to the findings of the survey by Internews (2021), Ethiopia's private media are generally small in size and coverage compared to government-operated outlets. Ethiopia has been characterized as the worst country globally for suppressing media freedom and its leaders were accused of systematic harassment and silencing of opposing views. However, following reforms started in 2018, the government began to open up the media space by releasing journalists and bloggers from prison, unblocking hundreds of jammed news websites, and facilitating media law reforms (Internews, 2021).

As a result of these reforms, Ethiopia has improved its ranking in the World Press Freedom Index published by Reporters without Borders (RSF). According to RSF, with the commitment to reforms, Ethiopia jumped 40 places from 150 to 110 out of 180 countries in the 2019 World Press Freedom Index - the biggest improvement by any country. In 2020, it moved further up to the 99th spot on the index.⁴

4 (<https://rsf.org/en/ranking>).



REGULATORY ORGAN, REGULATION, AND SELF-REGULATION IN THE ETHIOPIAN MEDIA

Established as an autonomous federal government agency having a legal personality, the EMA is accountable to the House of Peoples' Representatives of the Federal Democratic Republic of Ethiopia.



As to the newly enacted proclamation No. 1238/2021, article 5, sub-article 1, the EMA is responsible for creating an enabling environment to fully enforce the rights of freedom of expression and the media which is guaranteed under the constitution of the country, as well as international human rights instruments that Ethiopia ratifies (Media Proclamation No. 1238/2021).

The proclamation further provides that regulation of the broadcasting media to ensure their operation under the law, and provision of proper support to strengthen media self-regulation have been among the objectives of the EMA (Article 5, sub-article 2). Performing consent based capacity building activities including technical and financial support, issuing a detailed code of conduct, ensuring the self-regulation structure of the media, and providing proper support to strengthen the organizational structure and operation of media self-regulation mechanisms have also been among the power and duties bestowed to the Authority (Article 6, sub-article 11-14).



Proclamation No. 1238/2021, Article 2, sub-article 5 also defines “editorial responsibility” as a means of the exercise of effective control over both the selection of the news or programs and over their organization.”

Article 2, sub-article 29 of the same proclamation also defines, the “Editor-in-chief” as a natural person who exercises editorial responsibility over a periodical or an online media Article 51) also outlined the responsibilities of the Editor-in-Chief and stated that “The editor-in-chief of a periodical or an online media has the mandate to supervise and determine the content of the periodical and ensure nothing is printed against her/his will. Any practice or agreement that restricts this power shall be null and void.

In stating the obligations of a broadcasting service licensee, the proclamation affirms that the editorial independence of any public service broadcasting licensee shall be guaranteed and it shall be operationally and administratively independent from any person including the government and its institutions.

In sub-section three of the proclamations, Article 68, sub-article 2 stipulates content obligation and general obligations by providing that, notwithstanding the codes of conduct of self-regulatory bodies of the media, any program or news transmitted through broadcasting service should be balanced and impartial and should make a reasonable effort to ensure the content and source of their program or news is accurate and put in place systems and procedures to rectify mistakes when it happens (Media Proclamation No. 1238/2021).

Article 68, sub-article 2 of the proclamation also prescribes that any program or news transmitted through broadcasting service shall not violate the right to privacy of everyone subject to the requirements of the public interest, offend human dignity, cause actual harm, or encourage behavior which is harmful to health or safety, incite crime or disturbance of peace and security, and incite hatred or contempt on grounds of race, language, national or ethnic origin, color, religion, gender, age or mental or physical disability.

Generally, whenever reporting disputes or conflicts between people, avoiding the usage of provocative and sensitive topics and refraining from publishing or posting pictures and images that portray the bodies of mass media or other terror or provocative people should be followed when reporting news of terrorist attacks or civilian casualties or natural disasters (Proclamation No. 1238/2021).

The proclamation also reiterates the ethics that media editors should follow to ensure that information from the media is free from discrimination, immorality, racism, and violence. It also guarantees that issues from the media are distinguished from opinions only verified by facts and facts, and principles outlined in this code of practice to be applied and expanded within their organizations (*Ibid*).

As Fojo Media Institute (2017) stipulates, numerous analysts propose that professional, well-trained media practitioners are necessary for a well-functioning and vibrant media sector. However, a feasibility study conducted in Ethiopia maintained: a clearly defined framework regulating the media landscape, ideally also including self-regulation by the media sector, is even more imperative. The clearer the legal and institutional framework -with restrictions to media freedom narrowly defined and limited only to those necessary in a democracy; the higher the level and amount of balanced quality journalism (Fojo Media Institute, 2017).

The FDRE mass media policy stresses its implementation will be dictated by diversity, accessibility, professional ethics, and respecting the law. Of these, the third principle, professional ethics is directly linked to the issue of self-regulation in general and conflict-sensitive editorial policy in particular.

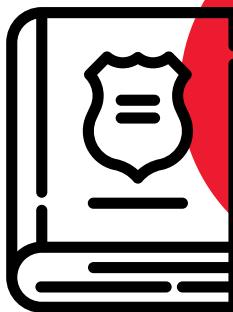
The policy also reiterates that, as service-giving entities, the mass media in Ethiopia should play a key role in the peace-building, development, and democratization process of the country by ensuring diversity, strengthening unity throughout the country, and contributing to the creation of well-informed society (The FDRE's Mass Media Policy, 2020).

The mass media policy has also sections directly addressing issues related to self-regulation in general and professional ethics and standards of journalists in particular. The Policy provides that,



"The Ethiopian mass media should develop a Code of conduct and journalistic standards capable of regulating effective self-regulation. All contents should have their standards. Filling such gaps should be addressed via the development of reporting guidelines and building implementation capacities. The [Ethiopian] media and Journalists Associations should self-regulate the mass media by organizing their reliable press councils, developing their professional code of conduct, issuing competency to journalists, addressing and deciding grievances, and administering by themselves" (The FDRE's Mass Media Policy, 2020).

As part and parcel of their social responsibility, the EMC code of ethics also prescribes that journalists and the media have a very special responsibility to promote common peace and friendship. It also pronounced: news, opinions, or facts relating to disputes over peoples, nationalities, or religions, should be provided, if properly verified, to focus on the solution of the relations, friendship, and peace of the people.



THE ETHIOPIAN MEDIA COUNCIL (EMC) AND SELF-REGULATION

Marina Tuneva (2022) reiterates; press councils or media self-regulatory bodies have an important role in safeguarding the professional integrity, quality, and credibility of media. Their main role is supervising the application of codes of ethics in the media and safeguarding the public against unprofessional, manipulative, and abusive journalistic reporting (Marina Tuneva, 2022).

As MERSA (2021) pronounces, the debate over what media regulation in Ethiopia should look like is described to be settled by the country's new media law, at least from a legislative standpoint. In that, a non-statutory, co-regulatory framework allowed the country's media to self-regulate.

Quoting UN (2016), MERSA (2021) cited that the EMC, which is the main institution in charge of the operationalization of media self-regulation in Ethiopia was established in January 2016. Its materialization is

stated to be effected after a decade-long joint endeavor by media professionals, associations, and international partners. However, the self-regulatory body is still struggling to become fully operational (MERSA, 2021). May be as established by (Marina Tuneva, 2022); the process of creating a voluntary media accountability mechanism through the establishment of strong professional ethical practice is often a long and arduous task.

In February 2021, MERSA Media Institute organized, a consultation to convene on the challenges the Ethiopian media sectors faced. The session deliberated on specifying major challenges bottlenecking the operationalizing of media self-regulation in Ethiopia in general and the making of the EMC work in particular.

Participants of the consultation, therefore, identified the following challenges as the major factors in halting the development of the media sector in Ethiopia: lack of clarity and consensus on vision, mission, and values, dysfunctional leadership, failure to build stakeholder consensus, and ownership, underdeveloped institutional structure and capacity, and membership accountability. More specifically, in the Ethiopian context, lack of ownership, commitment, and cooperation amongst relevant media stakeholders has been the primary institutional challenge. Lack of understanding of the functions of self-regulatory bodies was also stated as another factor seriously affecting the operationalization of the councils (MERSA, 2021).

Besides, the source of finance/funding, political polarization (the state of local politics determines the success of media self-regulation), political cleavages that divide journalism communities, and the resulting lack of dialogue and

solidarity among the various factions prevent journalists from jointly defending their common interests have been stated as additional challenging factors (MERSA, 2021).

Likewise, a study conducted by Bereket Shimelis (2017) pinpointed that, the EMC is not independent (from government and media proprietors) to deal fairly with complaints and secure public trust and confidence. The same study also indicated that the council does not bring the entire media platform (online & offline). In addition, government interference, lack of finance, lack of commitment and cooperation, media polarization, conflict of interests, and distrust among media society are major challenges for the EMC in promoting and sustaining freedom of expression and media freedom (Bereket Shimelis, 2017).

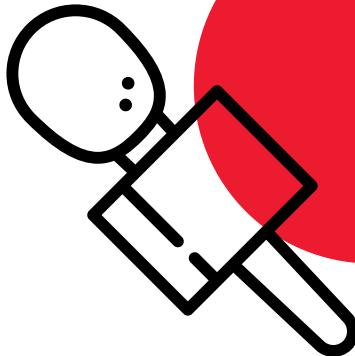
To realize a functioning system of self-regulation in Ethiopia, MERSA Media Institute (2021) recommended that it is important to have a step-by-step process of sector-wide engagement in the operationalization of self-regulation since such structures are new to the country. This, in turn, entails a process of stakeholder engagement informed by local, regional, and international experience aimed at forging a path toward consensus.



3

ANALYSIS, PRESENTATION, AND DISCUSSION OF FINDINGS





REVIEW OF CSEP IN SELECTED MEDIA HOUSES

A Brief Description of the Media Houses and Basics of the Reviewed Editorial Policies

As part of conducting this baseline study about editorial policies of different media outlets in Ethiopia and their practical implementations, content analysis and reviewing of editorial policies were made for a total of ten (10) media houses. Of these, **Addis Standard**, and **Addis Zeybe** are online digital platforms. **Ethiopian Press Agency** is a printed media house, while **Amhara Media Corporation** is both an electronic and printed one. And the remaining media outlets namely **Asham TV**, **EBC**, **ESAT**, **FBC**, **OMN**, and **Prime Media/ TV** are electronic media platforms.

A brief description of each of the media outlets, along with concise depictions of their editorial policies is presented, as follows:

Addis Standard (AS):



Addis Standard was established as a magazine in 2011. It is a tri-lingual (English, Afan Oromo, and Amharic) magazine previously published online and in print formats, asserting to focus on current socio-political and socio-economic aspects of both domestic and international affairs. The editorial policy of Addis Standard magazine applies both to the physical magazine and to its online version (AS Magazine and Web). The editorial policy was introduced in 2016.⁵

Addis Zeybe:



Addis Zeybe is an online media outlet established in 2018. Asserts that its goal is to enrich the journalistic tradition of Ethiopia through truly independent and fair news. Other than the Amharic version of Addis Zeybe, reaching Amharic-speaking audiences; it had an English platform: Gobena Street.⁶

Addis Zeybe claims to strive to publish reliable news and information about Ethiopia, focusing on both local and state issues, which is set as its vision. While its mission is stated to play a role in the democratization and development of the media of the country by reporting without fear or favor.⁷

5 (<https://addisstandard.com/about-us/>).

6 (<https://addiszeybe.com/about>).

7 (<https://addiszeybe.com/about>).

Amhara Media Corporation:



AMC was established in 1993, and formerly known as Amhara Mass Media Agency (AMMA), it is a television, radio, and newspaper news organization owned by the Amhara Regional State Government. In addition to Amharic, it broadcasts in 6 local and international languages, including Himit, Awi, Tigrinya, Afan Oromo, Arabic, and English.⁸

The prime purpose of the organization is stated to strengthen the cultural traditions, values, and alliances of the peoples of the region while playing its part in bringing peace and democracy to the country. The Editorial policy was launched in 2011.

Asham TV:



Asham TV went on air on July 4, 2010 (E.C). Founded by a coalition of experienced and few investors in the media, the editorial policy of Asham TV stated that it stands for the oppressed and the truth (Asham's editorial policy, n.d.). The policy asserts that balance is its trademark; adding that it strives for a better life for the community by providing mature programs, exclusive news, and entertainment. Though no date is mentioned on the cover page of the editorial policy as to when the editorial policy was introduced, the last page of the editorial policy indicated that the editorial policy came into force starting from January 2020 (Asham's editorial policy, n.d.).

8 (<https://www.amharawebcom.>).

Ethiopian Broadcasting Corporation:



EBC has been the longest-running and long-standing public media outlet on television and radio since 1957. Updated and released in the year 2014, the editorial policy underscores the rationales behind updating the editorial policy. The editorial policy asserted that the policy is designed to apply to each of the mediums (radio, television, and online) by the corporation; along with a detailed implementation manual to be developed for each medium (EBC Editorial Policy, 2014).

Under the basis and principles sections, EBC's editorial policy underscores its main broadcasting philosophies and values, information sources, gathering and usage, relationships' to sources and legal conditions, possible precautions, and safeguarding measures for viewers and audiences from damaging and obnoxious content. Furthermore, the editorial policy is pronounced as a source of a "code of conduct" to be respected and suited by the journalists to keep the reputations of both the Corporation and the journalists as well (EBC Editorial Policy, 2014).

Ethiopian Satellite Television:



ESAT was one of the media outlets which used to be broadcasted to Ethiopian audiences from abroad. Reiterating, what is specified in its founding document, ESAT claimed the following elements as its objectives: "to serve as a conduit for citizens to express their opinion freely, to access

reliable information and to play its part in the struggle to build a democratic Ethiopia where the free flow of information is the cornerstone of a free country.” Initially launched as a satellite and online TV project, it also added a daily radio broadcast in September 2011.

The Ethiopian Press Agency:



EPA was established in 1940, the EPA pledges to be a public media enterprise operating in Ethiopia. It is the sole publisher of the only daily Amharic language newspaper Addis Zemen. The Agency also publishes The Ethiopian Herald, an English daily publication except on Mondays. Apart from this, it also publishes the weeklies such as Berissa in Afan Oromo, Wogahta in Tigrigna, Bakalecho in Sidaamu Afii, Al-Alem in Arabic, and a monthly magazine, Zemen in Amharic.⁹

The editorial policy of the state-owned Ethiopian Press Agency entered into force in 2002.¹⁰ It claims to have the following three pillars as its core objectives: To guide responsibility bestowed by proclamation up on the organization [now an Agency] with quality service, thereby serving the public effectively; to achieve transparent and accountable editorial work and management; and enabling performance evaluation mechanism free from individual bias (EPO, 2002:6)¹¹.

9 (<https://www.press.et/english/>) Accessed on June 06, 2022, 10:42: A.M.

10 The Researcher had learned that the AMC is set to amend its editorial policy.

11 By then the now EPA was known as: The Ethiopian Press Organization (EPO). The Editorial Policy is published in Amharic, and translated by the researcher (not official translation).

Fana Broadcasting Corporate:



FBC commenced service in 1994 and presents various contents to its audiences in Amharic, Afan Oromo, Afarigna, Somali language, Tigrigna, Wolaitigna, and *Sidaamu Afii* languages.¹² Besides, the TV, and radio broadcasting services, it has opened FM stations out of the capital Addis Ababa in 11 regional cities. Currently, it has 12 FM stations across the nation that provides broadcasting services. The Editorial policy of FBC was launched in 2018 (FBC, 2018).

Oromia Media Network:



OMN was established in the year 2014, currently, it broadcasts in seven different languages: Afan Oromo, Amharic, English, *Sidaamu Afii*, and three more languages (confined to the Oromia region, or SNNPR zones bordering Oromia region (Terje Skjerdal and Mulatu Alemayehu, 2020).

Oromia Media Network asserts to be “an independent, non-partisan and nonprofit news enterprise whose mission is to produce original, impartial, citizen-driven reporting,” OMN claims its mission is “to produce original and citizen-driven reporting in Oromia.” It insists further that, seeks “to offer thought-provoking, appropriate and fine distinction coverage of critical public interest issues by resting much emphasis on under-reported stories within the Oromia region. Creating a strong

¹² English language is also used in its website, Face book and Twitter pages, including in photos, videos and audios; reaching more than 6 million viewers on average per week in all of the mediums.

and sustainable multilingual newsroom, serving as a dependable source of information about the Oromo people, the Ethiopian state, and the greater Horn of Africa region,” is specified as its goal.¹³

Prime Media:



Prime media is described to cover issues of the first importance in the wider Eastern Africa region. The media claims, it tries to brand itself as an East African regional media organization that aims to inform, inspire, entertain, and empower people. It asserts that it works to transform relations between the East African nations into a strong and sustainable social, economic, and political integration.¹⁴ However, other than these general statements, it did not have a unified written editorial policy.

Basic Contents of the Reviewed Editorial Policies concerning CSEP

Addis Standard has a specific section that deals with covering controversial issues. In that, the editorial policy enacted in 2016, stipulates that “ all coverage of controversial issues require: all sides of the issue to be presented and reviewed to refrain from any bias, with exception of opinions.”

The editorial policy also pronounces “AS magazine and web will not publish material that is unnecessarily obscene, libelous, unwarranted invasive of privacy. [The] magazine and web will not attack.” The editorial policy further asserted

13 (<https://omnglobal.com/en/about-us/#>).

14 (<https://primemediapm.com/about/>)

that if the question of the accuracy of publication endures, the issue will be brought to the editorial board. The board will consider the content's journalistic purpose, accuracy and completeness of the information, the feeling when the story was about themselves or someone they know, the consequences of the publication, the logical explanation to anyone who challenges, how it would risk credibility, and what are the alternatives.¹⁵

The editorial policy of Addis Zeybe asserts that it works to encourage an honest and independent system of media in Ethiopia. It reiterated and describes 'topics covered that may be serious, contentious, or inflammatory in nature.' It claimed, however, 'what important is to remain impartial.'¹⁶

The policy maintained "derogatory, biased, or obscene language will not be allowed unless it is from a source and considered crucial to the story." The editorial policy, further asserted that "sexist, racist, ethnic-nationalist, ableist, anti-religious, and another offensive language will not be tolerated."¹⁷

Encouraging an honest and independent system of media in Ethiopia, remaining impartial and non-aligned from political, religious, economic, ethnic, or other considerations in its reporting, and placing value on general inclusivity was also stated to be among its core values.¹⁸

The editorial policy of the AMC has parts, sections, and sub-sections ranging from having connotations to those directly related to conflict sensitivity reporting in particular. Those sections specify the media house's principles to be

15 (<https://addisstandard.com/about-us>).

16 (<https://addiszeybe.com/editorial-policy>)

17 (<https://addiszeybe.com/editorial-policy>)

18 (<https://addiszeybe.com/editorial-policy>)

followed up on covering social affairs, and topics on democratization fall within the earlier category. While under part eight of the editorial policy (principles to be followed during coverage of national security issues), it specifies and amplifies suit provisions. Maybe somehow fitting to the conflict prevention role of the media; the corporation's editorial policy expressed that it works 'in informing and awakening the public about provocations meant to incite civil wars and atrocities.'

The editorial policy also stressed "what should and should not be done" during conflicts and wars. To quote directly from the editorial policy:



"...በመሃዣት ወቂት ከዘም በፈተና በፊላ በሚዲሞች የሚተለለ ከገዢች እኩን በጠልቻነት የሚፈጸመ በየጊዜው ስር የሚሰጠ የአሁን ለአሁን ጥያቄ እንዲፈጻሚ የሚያደርግ ይዘት እንዲይኖረው ይከላከላል:: በእዚህ የአብደ መኖር ተረክ የተፈጻሚ ተረካዊ ሌዩታቶችን መልስ መልስ በመቆከቅ በቀል የሚዘሩና ለቦታዎን የሚሸጠው ከገዢችን የድርጅቱ ማረዳዎች እያቀርቡም:: በድርጅቱ ማረዳዎች በገዢች ወቂት የሚሰጠ የዘመን ይዘዋል በከፍተኛ ጥንቃቄ የሚታደር ከባንቸቱ እና እና በጥልቀት የሚመዘኑ ከሚመለከተው ተቁማት በሚደረግ ተከተታይ ግንኝነትና ማጥፊት የሚሰጠ ይሆናል::"

(የአማራ በዘመን መገኘና ይርጋኙ እና ተረጋግጧል
ጥለሳ: ቤር 2003 ዓ.ም. ገጽ: 20)



“ The policy prohibited media reporting to be transmitted during, before, and after the war, not to label peoples as an enemy and not to broadcast media contents with meant deepening hatred between peoples... The mediums [by the Corporation] do not so often present historical grievances that could ignite violence and inflame vengeance. Reporting contents to be broadcasted during conflicts should be done with the maximum precaution, assessed in depth, seen in the light of the laws of the country and are covered along continuously engaging of concerned stakeholders and cross-examinations ”

(Amhara Mass Media Agency Editorial Policy, 2011, page 20).

The editorial policy also incorporated principles to be followed while covering criminal and court affairs. In that, all the required considerations and maximum caution have to be made when doing so.

Asham TV’s editorial policy principles and values are proclaimed to be institutional/organizational culture (justice and equity in practice, commitment, self-review, appraisal, learning, and ever-changing and uniformity. The editorial policy asserts the prevention of damages/harms has been among the key emphasis of the editorial policy (Asham Television editorial policy, n.d.).

To demonstrate a flash from its section:



“...ኋላሱን እንደሚሰማው ተቋምና በለመያ መረጃዎች ስላተገኘ ብቻ ጉዳኑና ጥቅምችዎን አገመዘዝ እናገራጭዎ፡፡ ሆኖም በየአዎድች ወሰን ተነተው ከልተመዘዝና ይርሱ እንዲ የአቀራረብ መለያን መሆኑን አዎችን ከልተመለወን ካበት እስተዋዕለው ይፈቅ የጥናት ተባበሩዋች ልንም እንቻለለን፡፡” (የአሻም ቁልፍናን እናታሪያ ገለሳ፡፭መቱ ያለተገለግ፡፭፪፡፪)

“As a responsible institution and professional journalists, we do not broadcast because we merely received information without evaluating the benefits and damages. Unless and without contextualizing, blending, and evaluating conditions concerning their local contexts; we could be more collaborators of damages instead of having positive compliments.”

(Asham Television Editorial policy, n.d, page: 4)

The editorial policy prohibited the broadcasting of violent inciting speeches and videos (symbols and images), displaying severely injured and blooded human bodies that happened through whatever means. Even, when it is a must to do so, emanating from the disposition of the news or the program, or the production's particular nature, a prior reminder/notice is given to audiences directly and repeatedly. Even then, it is done thoughtfully.

Related to reporting of legal matters (crime issues), the editorial policy dictates that issues about crime and criminals are not reported in a way that causes excessive threat or unwarranted terror. Relevant care and precaution should be done; not to inflict additional social and psychological harm on victims of crimes (individuals or sections of society).

While covering war and security issues, during wars, the editorial policy underlines, the causalities of both conflicting parties displaying dead human bodies, harm to personal bodies, horrific agonies, and related videos and images should not be broadcast from shots taken from close ranges. When it is deemed necessary to broadcast, they will be broadcasted in a brief while images/video shots zoomed out.

While reporting conflicts and disagreements happening in the neighboring states and other countries across the globe, it is reported in light of their emphasis to solve in discussion and highlighting to elevate the price of peace. Peace initiatives geared towards ending wars and meant to bring political solutions by different actors will also be given priority. Asham's editorial policy underscores, with prior identification of contexts taking to war, it works on reminding provocative behaviors and practices incendiary to wars.

Related to uprising and conflicts, Asham's editorial policy claim to accentuate that public/political power should be gained only via democratic election. Thus, it does not give coverage to any uprising and such movements aimed at controlling political power. Whenever conflicts emerge, instead of dealing with the effects of the conflict, it works on reporting giving much consideration to their causes, solving differences in light of the Ethiopia's laws and the spirit of 'Ethiopianism', and being solving peacefully and democratically. Contents with the possibility of exacerbating conflicts

and creating bitterness and hostilities between peoples are not covered by the TV whatsoever. When facing individuals, public officials, and gaps in the legislation and practices contributing to the intensification of conflicts, it is reported highlighting lines to solve the gaps.

Asham TV's editorial policy emphasizes whoever does it and wherever it happens, terrorist acts are condemned. Equally the editorial policy stresses pinpointing its darkest side including its immediate and concomitant consequences.

The code of conduct within the editorial policy of Asham TV also highlighted journalists of the station are not to take part in any mobilization acts. If they presume, their participations have benefits, they should notify their immediate editor. Up on employing social media and blogs, Asham's journalists' are prohibited from using abusive words and images, or damaging presentations to peoples' beliefs, ethnicity, sex and sexual relationships, physical body condition, and all acts of dishonor against any individual.

The editorial policy of the EBC iterates that every program broadcasted by the EBC should not prefer one versus others. The editorial policy asserts that content against people's peaceful values in living together is not entertained.

The editorial policy set down the issue of defamation and addressed the required precaution to be followed when covering criminal matters and cases being seen in courts. Reporting that could result in committing crimes, cause disturbances, and inputs contribute to the same are stated not to be broadcasted by EBC.

Up on reporting violence, the editorial policy puts its stance.



”ከእናት ቅዱሮ ተገብሩት እንዲ ቁልፍኑት በተዋለበት
መንግድ እወጣኑ እወጣኑ ቤት መዝግብ ነው፡፡
ይህንም የኢዲቶች ገልጻዎን መሰረት በሚደረግ
ዘባዎች ተካክቷችን ወደም ለአደጋ ተጠረሙ
የሆነትን በመጠበቅና ለአስፈላጊ አላማቸው ወጪኑ
እንዲይከሰት በመጠበቅች ያዘገዴል፡፡ ተቋሙ
ለሚመራበችው አሳቻና ገልጻዎች ተገኘ ከመሆኑ
ገኝና እያንዳንና ይጠናቸው በጥንቃቄ ይፈትኩል፡፡
አብረቱስበት ክብጥበጥና ክትናት ይከላከላል፡፡...”

ምክንያታዊ በሆነ የኢዲቶች ወሰኔ ካልሆነ
በስተቀር ፖሮግራምች በተናጠልም ሆኖ በደምር
ሁከትና በጥበጥና የሚጠበቅ፡ ማሆነዎች እናቻችና
የሚችወሙ፡ በዚ ማረጋገጫ የሚያጠበቅ ይዘት መዝግብ
አይፈቅድም፡፡ ሁከት በቴሌሽኬን ስታይም ሆኖ በደረሰና
በደረሰ-ገዢ ለዝግብ ክዋወሙ በትክክል ማቅረብ
ያለን ፍላጊና ለገኘት የሚችለዎን የስጋናዊ ስሜኑ
መስጠናዎች የሚጠበቅ እና ግምኑ ወሰኑ በማስተባበት
መሆኑ ይኖርበታል፡፡ በሀከት ምክንያት የሚፈጻሚ
አይቻችኑ ማሳየት የገዢ ሆኖ ከተና የሚመለከተው
ከፍተኛ እዲቶች በአገልግሎት ይጠበል፡፡”

(የኢ.ፌ.ዲ. እዲቶች ገልጻ, 2007)



“ Responsibly reporting the truth and truth only has been one of EBC’s prime tasks. Based on this editorial policy, it is done by granting protection to sufferers or risk-prone and curbing unintended negative consequences. In addition to adhering to its laws and policies, the Corporation carefully scrutinizes each action. It protects society from violence and harm... Unless and otherwise permitted on reasonable editorial decisions, specific programs, or as a whole, reporting conflict and violence-inciting content, anti-social value content, and content praising violent characters’ and agitating others to follow suit is not permitted as such. When violence is broadcasted on TV or reported on radio and websites, reporting the events factually should take into account the would be deterioration of human emotions and the stress to be caused. When it is found essential to broadcast harms inflicted due to violence, it should be decided by the respective senior Editor.”

(EBC Editorial policy, 2014)

Shared among and central to all of the mediums (Radio, TV, and its online versions), the editorial policy of EBC made it clear that the corporation does not broadcast war-inciting, conflict inflammatory among nations, nationalities, and peoples and anti-peace and stability news contents.

Approaches in radio news coverage and practice are stated to follow a close relationship between the nations, nationalities, and peoples of Ethiopia, cultural practices exchange, and promoting common understandings. On the other hand, the television news coverage approach prescribes not going against society's culture, and norms, not disrespecting beliefs, and inciting violence. Videos from foreign sources are also used in line with these principles.

Related to issues of national security, the editorial policy underlies that the corporation respects the confidentiality of any information that could risk national security and threats to peoples' unity and togetherness. Thus, journalists of the corporation do not broadcast any information challenging national security and sovereignty, creating rift (division) and hostility between peoples and confronting peace and security whatsoever.

The editorial policy also prohibits an advertisement with a political goal. Those advertisements that go against the law or go against morals could fall into this category. For instance, an advertisement that promotes uprisings in between the society, violent acts, terror, conflict, or intimidating panics, are also restricted.

Chapter sixteen of the EBC's editorial policy deals with the Corporations' journalists' "code of conduct." The code of conduct reaffirms that the right to freedom of expression

is guaranteed in the FDRE's constitution. Whereas, it is also stated the right to freedom of information is not an absolute right.

Based on the editorial policy of the Corporation nine manuals/guidelines are also prepared to deal with issue-specific topics such as news development, production and style manual, online journalism production manual, election reporting manual, interview skills upgrading manual, documentary film production manual, radio production manual, television production manual, entertainment sports production, and development manual and children program content development and production and other required manuals (EBC Editorial Policy, 2014, Page 126).

Although an election reporting manual (which possibly could have some conflict sensitivity dimensions) has been one of these, one cannot determine certainly whether the phrase for the ninth manual "production and other required manuals" included conflict sensitivity or not. However, it is no doubt that the listing has not specified it.

Ethiopian Press Agency (EPA) asserts that its press products are geared towards ensuring public participation in the process of democratization, fighting poverty and achieving prosperity, setting up the democratic unity of the Ethiopian people on a firm foundation, and ensuring national dignity and freedom. The editorial policy also claims to emphasize the need to maintain journalistic values such as fairness, integrity, respect, accountability, etc. under organizational service-giving principles (EPO, 2002).

EPA's editorial policy has enlisted five specific objectives for its editorial works; comprising social, cultural, political, economic, and technological detailed objectives. The Agency's editorial policy stipulates,



“የኢትዮጵያ ሥራችን ገልፋዊ ዓለማዋች መካኝ
የተሟላ የምክርስቶዋ ሥርዓት እና መልከም አስተዳደር
ለመፍጻር ደንግሞ ካሳለም መኖርናው በጥብቅ የተቆጋኝ
በመሆኑ ገልፋዊ ዓለማችን ግዢናን እና መርሃኑን
ከሚቀሰቷኑ ሥራች መፈቻም የሚያመለከት
ይሆና:: በመሆኑም የኢትዮጵያ ሥራችን ገልፋዊ
ዓለማዋች የተሟላ የድምክርስቶዋ ሥርዓት ግንዘብና
አምካኑን መፍጻር ስታ ካይሆን አርስቦርስ የመጀመሪያ
ኩል የሆነ መኖሪያ ገልፋዊ አድማስ በመፍጻር
የሰላም መሠረያ መሆኑን የሚጠረቀቅ ነው::”

“The political objectives... are founded on creating full-fledged democratic system and good governance; which is highly linked to the existence of peace. Since, our editorial political objectives are resolute on a purposeful and unwavering commitment to peace while wholly detaching from inciting conflicts and war. Thus, our editorial engagements' in the political realm have not only targeted creating developed democratic system awareness and beliefs but also requiring peace as an instrument towards creating tolerance to one another and geared to a wider and healthy political environment.” (EPO, 2002).

Of the eight chapters of the editorial policy of EPA, those from chapters five to eight directly addressed conflict sensitivity issues. News and column coverage is detailed in chapter five. Chapter five prescribes contents that could inflict pejorative implications to a significant degree on a particular section of a society's group morality and religious affairs are not entertained.

In specifying the Agency's precautions to be taken up on covering disagreements and contests; it tries to make them balanced, be it within the news, news analysis, and treatises. A general principle to be applicable for news coverage, within chapter five dictates that,



“ የርዕስ መሆኑን የሚቀሳቀሸ፡ በዚህ
በአገልግሎት መከተል ግዴታን የሚያሳሽ፡ ስለምና
መረጃዎን የሚያደርጉ ሂወችን እየሰራም፡”

“ The agency does not cover war agitation,
conflict inflammatory contents between
nation and nationalities, causing instability
to peace and security” (EPA, 2002).

The editorial policy asserts since the organization is responsible for its editorial products, ensuring accountability is stressed within the policy. Whenever conflicts emerge, instead of dealing with the effects of the conflict, it works reporting: giving much consideration to their causes and emphasizing solving differences (EPA, 2002).

More specifically, upon covering national and regional security issues and threats, Agency's editorial policy indicates:



“ The publications by the organization mediums [now the Agency] do not so often present historical grievances that could ignite violence and inflame vengeance. Reporting contents to be broadcasted during conflicts should be done with the maximum precaution, assessed in depth, seen in the light of the laws of the country and are covered along continuously engaging of concerned stakeholders and cross-examinations ” (EPA, 2002).

Chapter six stipulates principles of work engagement, editorial conference organization, and duties and responsibilities of the editorial conference. Chapter seven is all about editorial guidelines (including guidelines applied for photograph and layout designs).

Whereas, chapter eight entirely deals with the code of conduct; to be respected and followed by the respective journalists of the Agency. It addresses appropriate and standard behaviors to be adhered to by the journalists, details those who don't, prescribes intolerable manners and harmful conduct flouting the journalism profession and the journalists' principles, and goes against the public interest. Via comprehending and internalizing the editorial policy and corresponding guidelines, journalists of the Agency are required to abide by it and act accordingly; while defying those don'ts.

Ethiopian Satellite Television's (ESAT) editorial policy states, other than general programming principles, such as "news broadcasts will be measured based on its factual content, information, educational value, and its ability in redeeming social security to the general public. Documents presented as evidence should be double-checked for accuracy and news presented should adhere to the highest standards of quality and professionalism," there has not been a specific conflict-sensitive content with the ESAT's editorial policy.

The editorial policy of FBC states its editorial policy objectives, values, and ethical principles, news and program principles, editorial committee, news type, news and program contents reporting directions, entertainment program working principles, miscellaneous, etc.

FBC's editorial policy has specified news types¹⁹ along their nature and genres. More specifically related to conflict sensitivity in reporting, there have been several sections. Within the news and program contents reporting directions, there have been several sections and sub-sections that have to do with conflict-sensitive editorial policy and related issues.

The editorial policy of FBC stipulates issues, ranging from reporting on problems between regional states, election, and referendum issues, religious affairs/issues, reporting on crime issues, reporting on war and security issues, to reporting violence issues all address the conflict sensitivity demonstrated within the editorial policy.

To start from reporting on problems between regional states by directly quoting from FBC's editorial policy:

19 News typologies : live news ,news analysis , breaking news , continuous follow up news, investigative news , Business news , metrological news , traffic information and sport news



“በከልለች መከከል የእርስ በእርስ ቅጊዜች ወይም
አለመባባሪቶች ስያጋጥሙ የቁጥሮችን ገበሩ
መንገኘ በማጭ በተጀለ መልካ ግዴታ እንደረሰበኝ
አስቀድሞ መከለከል የሚያስቀለ መረጃዎችንና
ዘላግችን ለማቅረብ ጥሩ እናደረሰሉ:: በተለያዩ
ምክንያቶች ግዴታ ሲከሰት ደንብ ዘላግዎች ማቅረብ
ከተቀመኑ ግዴታ የሚያመዘን ሆኖ ካገኘው የመረጃ
አስቀድሞች ወሰኑ በመግባት ለመዘግበ
አንቀጽልም:: መዘግበ እስፈላጊ ተሸቦ ሆኖ
ስተኞች የሚቀረብ ይፈቅር በቁጥሩ መንገኘ ላይ
በማተከር ልኩቶች ሲለማቻቷ ደምኑሁናዕም መንገድ
እንዲኖሩ ግዴታ እናደረሰሉ:: በከልለች መከከል
ወይም በከልለች ወሰኑ በማሻሻል የተለያየ አካባቢዎች
መከከል በሚፈጻሚ እለመግባቡት ወይም ግዴታ
ወሰኑ ግዴታ የሕዝብ ወይም የብሔር በጀት
መልክ እንዲለው የሚያመለከት ምንም ባይነት መረጃ
ሆነ ከገብ ፈዴም አፍጻጻዎም:: በግዴታ ወሰኑ
የተጠቀዱትም ሆነ የእጥቀዱትን የብሔርም ሆነ
የነገድ ማንኛ የሚያመለከት ወይም የሚጠቀም
ወይም ፍንጻ የሚሰጥ ከገብ አፍስተኛዎም::”

(፪ና በደረሰነስተኛ ከፍጋፍ እ.ማ.
የኢትዮጵል ፖሊሲ: 2010: ገጽ 26-27)



“When problems or disagreements emerge in between regional states [of Ethiopia] tries to report giving much consideration to the causes of the problem and striving towards curbing conflicts before it happens. When conflicts happen due to various reasons, if we find broadcasting the conflict outweighs its harm and benefits, we do not rush to report it. When finding it necessary and appropriate to report it, instead of dealing with the effects of the conflict, we report giving much consideration to its causes and resorting to putting pressure to solve differences peacefully and democratically. For disagreements or conflicts between the regional states or within the regions, we do not provide any information that pinpoints that the conflict has an ethnic or clan conflict dimension at all. We do not also include any information implicating either the identity of perpetrators or injured parties of the conflict.”
(Fana Broadcasting Corporate S.C
Editorial policy, 2018, pages 26-27)

The policy asserts that reporting on elections and referendums, reporting on religious issues, and reporting crime issues have connections to the conflict sensitivity editorial policy. Moreover, those sections reporting on war and security issues, violence issues, internal conflicts, terrorism, and

reporting on times of state of emergency, peaceful demonstrations, and protests have much direct relevance to the research agenda.

The reporting on war and security issues highlighted that “upon facing conflicts with neighboring states differentiating the government and the public of that country is made in the reporting. Reports condemning the government but not the people (public) of that confronting country are to be broadcasted. Relevant precaution is taken not to create hostility between peoples of the countries.

While reporting conflicts and disputes in the neighboring states and other countries across the globe, it is reported in light of their emphasis to solve in discussion and highlighting to elevate the price of peace. Peace initiatives geared towards ending wars and meant to bring political solutions by different actors will also be given priority. FBC’s editorial policy emphasizes, with prior identification of contexts taking to war, it works on reminding provocative behaviors and practices incendiary to wars (Fana Broadcasting Corporate S.C Editorial policy, 2018).

About On uprising and conflicts coverage, the FBC’s editorial policy recaps as enshrined in the FDRE’s constitution governmental/political power is gained only via democratic election. Thus, understands, armed struggle or uprisings are anti-constitutional. Accordingly, the Corporate does not entertain coverage that could promote uprisings. When reporting uprisings and violence, of course, against the provision in the constitution, it is done with remarkable precaution and in a way of not aggravate the conflict.

Concerning the coverage of internal conflicts, FBC’s editorial policy highlighted that, when facing factors that could instigate and possibly cause conflicts; based on factual evidence,

it reports emphasizing conflict prevention. When conflicts become apparent due to several reasons, instead of dealing with the effects of the conflict, it reports giving much consideration to their causes, solving differences in light of Ethiopia's laws and traditional conflict resolution mechanisms and be solved peacefully and democratically (Fana Broadcasting Corporate S.C. Editorial policy, 2018).

Instead of temporal conflicts, the FBC's reporting emphasizes efforts made to solve the problems sustainably and the efforts needed thereby. Content with the possibility of exacerbating conflicts and creating bitterness and hostilities between peoples is not being covered whatsoever. When facing individuals, public officials, and gaps in the legislation and practices contributing to the intensification of conflicts, it is reported highlighting lines to solve the gaps.

FBC's editorial policy emphasizes whoever does it and wherever it happens, terrorist acts are condemned. The editorial policy stresses, it works on reporting to the public to denounce and struggle bitterly against terrorist practices on regular basis. Whenever reporting terrorist acts, it is reported highlights their obnoxiousness and wickedness along with the itemization of their terrible consequences (Fana Broadcasting Corporate S.C Editorial policy, 2018).

Oromia Media Network's (OMN) editorial policy asserts to be an independent, nonpartisan, and nonprofit news enterprise whose mission is to produce original and citizen-driven reporting on Oromia, the largest and most populous state in Ethiopia.²⁰ OMN claims "to produce original and citizen-driven reporting on Oromia" as its mission. Furthermore, it seeks "to offer thought-provoking, appropriate and fine distinction coverage of critical public interest issues by resting much

20 (<https://omnglobal.com/en/about-us/#>).

emphasis on under-reported stories within the Oromia region. Creating a strong and sustainable multilingual newsroom serving as a dependable source of information about the Oromo people, the Ethiopian state, and the greater Horn of Africa region”, are also specified as its goal.²¹ Maybe in granting a platform for different people groups, demonstrated as OMN broadcasts in seven different languages could pinpoint the good beging in this regard.

The editorial policy of the OMN asserts that it holds to the highest journalistic standards but unabashedly and proudly offers a uniquely Oromo perspective. Other than statements dealing with the principles of objective journalism, and stating that it works without loyalty to any political thoughts, groups, individuals, etc, OMN editorial policy did not have a specific section that deals with conflict sensitivity.²²

Prime Media describes its primary goal as priming. Priming, according to the Media, is “an act of exposing our audience to accurate and fact-based information to influence their behavior and decision that they won’t be influenced by wrong information and fake news.”²³

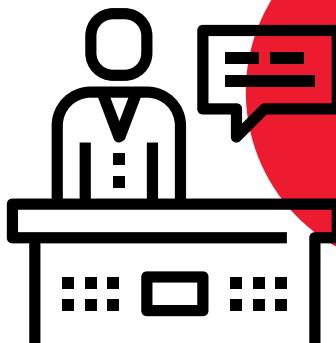
In that, all Prime Media programs and services are stated to be based on detailed research and unlike most media organizations in the region, it is future-focused. Although Prime Media did not have a separate and specific editorial policy; audience-centeredness, making a positive impact, ensuring diversity, and respecting everyone the media work with (audiences, partners, and colleagues,) were asserted as its values.²⁴

21 (<https://omnglobal.com/en/about-us/#>).

22 (<https://omnglobal.com/en/about-us/#>)

23 (<https://primemediapm.com/about/>).

24 (<https://primemediapm.com/about/>).



BASIC DESCRIPTION AND RESULTS OF THE KEY INFORMANT INTERVIEWEES

Description of the Key Informant Interviewees

Apart from content analysis and revision of editorial policies of the listed media outlets, primary data were also generated through key informant interviews for the baseline study about editorial policies and their practical implementations in Ethiopia. As part of the key informant interview, two categories of respondents were interviewed.

The first category of respondents was drawn from several media outlets. While the second category comprised respondents from media researchers, CSOs, and independent media experts.

Table 4:

Key informant Interviews/respondents from media outlets

Name of media houses / Name of organizations	Position of KII/ respondents
Ethiopian Broadcasting Corporation (EBC)	Deputy Editor in Chief of the news and current affairs department
Amhara Media Corporation (AMC)	Director
Fana Broadcasting Corporation (FBC)	Assistant Editor
Ethiopian Press Agency (EPA)	Reporter I
Prime TV	Editor in Chief
Nahoo Tv	Editor and Head (newsroom)
Woy Addis Ababa (Sheger FM.102.1)	Editor/ Producer
Asham TV-	General Manager

■ **Source:** data compiled by the researcher (April-June 2022)

As seen in the above table (Table 4), eight key informant interviews were conducted under the first sub-category, of which two of the respondents were editors, and the remaining comprises an editor-in-chief, a deputy editor, an assistant editor, a general manager, a director, and a reporter.

As it is discussed earlier in the methodology part (part one), the media houses/outlets were selected for constituting several outlets and platforms under their houses (having a radio, television, and newspapers, a mixture and number of different radio stations (national and range of F.M. stations), the multiplicity of broadcasting/publishing languages), having a broad geographical scope of coverage/reachability, the viability in the sector and lastly the willingness to respond to the interview.

As described in table 5; five individuals were interviewed under category two; comprising varieties of experience in the sector.

Table 5:

KIs from media researchers, CSOs, and independent media experts

Name of organizations	Position of KIs	Educational Qualification & Years of Experience in the sector
International Media Support (IMS)	Programme Officer (PO)	LLM & MA in Journalism, 15 years as journalist, lecturer & media researcher/ consultant
Foreign Relations Institute (FRI)	Lead Researcher	PhD in Media and Mass Communication, > 12 years
Ethiopian Environment and Forest Research Institute	Communication Director	MA in Media and Communication, and more than 15 years of experience
Melkamsew Media Works	Manger	MA in Journalism and Communication, more than 10 years of experience
Independent consultant and media researcher	PhD fellow and Media researcher	PhD Fellow, MA in Sociology, 22 years of experience in journalism, communication, policy advocacy, media development programming, and research.

Source: Data compiled by the researcher (April-June 2022)

Results of the Key Informant Interviewees

Editorial Policies and Related Issues Among the Media Outlets in Ethiopia

As highlighted earlier in this part, key informant interviews (KII) were conducted with two categories of respondents. The first category is drawn from media houses, while the second category comprised respondents from media experts and CSOs. Thus, the results of the key informant interviews from each of the categories are presented, accordingly.

The key informant interviewees from the eight media houses were first asked, whether their media house had an explicit written editorial policy or not. Table 6 shows the distribution of research participants in terms of the presence and absence of explicitly written editorial policy and related issues in their respective media outlets as listed in the table.

Table 6:
Distribution of respondents across editorial policies and related issues

Name of Media outlet	Have written EP ²⁵	Existence of Sensitization efforts	Mechanisms of implementation of the EP
AMC ²⁶	Yes	Yes	Yes
ASHAM TV	Yes	Yes	Yes
EBC ²⁷	Yes	Yes	Yes
EPA ²⁸	Yes	Yes	Yes
FBC ²⁹	Yes	Yes	Yes
Nahoo	Yes	Yes	No
Prime TV	No, but being developed)	Yes	Yes
Woyy Addis Ababa (Sheger 102.1 F.M)	Yes	Yes	Yes

■ **Source:** Data compiled by the researcher (April-June 2022)

Accordingly, all of the respondents except one (7 out of the 8 media) responded that their respective media outlets have written editorial policies. An exception to this was Prime Media (TV). The respondent from Prime TV was asked why the outlets did not have an editorial policy and responded: “because it’s a new media site.” While responding to whether an

25 EP = Editorial Policy

26 AMC=Amhara Media Corporation,

27 EBC=Ethiopian Broadcasting Corporation

28 EPA=Ethiopian Press Agency

29 FBC= Fana Broadcasting Corporate

editorial policy will be developed soon or not, the Editor in Chief from the same media house disclosed that such editorial policy is expected to be developed shortly.

Those respondents who affirmed that their media houses have an explicit written editorial policy were further asked whether any awareness creation and familiarization efforts were being made by the respective media houses to journalists and editors towards better familiarization of the editorial policy or not. The respondents from all of the media outlets responded that such awareness efforts were made by their organizations to journalists and editors towards the creation of better awareness and familiarization of the editorial policy.

Conflict Sensitivity Reporting and Related Issues in the Media Outlets in Ethiopia

As indicated in table 8 while responding to the question of whether the commitment to peace-building is demonstrated within the editorial policy or not, all (100%) of the media outlets replied that the commitment to peace-building is demonstrated within their editorial policies.

The respondents were asked whether their editorial policy states conflict sensitivity or whether conflict sensitivity is evident within their editorial policy documents or not. In responding to this, all of the media houses except for the Ethiopian Press Agency disclosed that all of their editorial policies explicitly stated sensitivity to conflict or conflict sensitiveness was evident in their editorial policies.

The respondent from the EPA held a different stance from all others. But, this standpoint was not due to the Agency's editorial policy not explicitly stating sensitivity to conflict or, not lacking conflict sensitiveness markedly within the editorial

policy. A reporter interviewee from EPA responded, as a journalist working he did not know the detailed content of the agency's editorial policy. Among others, this could pinpoint the level of knowledge regarding the editorial policy by the journalists themselves.

Maybe in affirmation of the above contention, an interviewee from the IMS asserted: "as an instrument to be employed on daily basis, the editorial policy should have been known by the journalists and the reporters as well. But, many of the journalists have not been aware of their media house's editorial policies." The interviewees have also been further inquired whether their editorial policy has statements directly related to conflict-sensitive reporting / or implicated conflict-sensitive journalism or not.

Table 7:

Distribution of respondents across conflict sensitiveness in editorial policies

Name of Media outlet	Commitment to peace in editorial policy	Sensitivity to conflict in editor policy	Statement about conflict-sensitive reporting in EP
AMC30	Yes	Yes	Yes
ASHAM TV	Yes	Yes	Yes
EBC31	Yes	Yes	Yes
EPA32	Yes	No	Yes
FBC33	Yes	Yes	Yes
Nahoo	Yes	Yes	No
Prime TV	Yes	Yes	Yes
Woyy Addis Ababa (Sheger 102.1 F.M)	Yes	Yes	Yes

■ **Source:** Data compiled by the researcher (April-June 2022)

30 AMC=Amhara Media Corporation,

31 EBC=Ethiopian Broadcasting Corporation

32 EPA=Ethiopian Press Agency

33 FBC= Fana Broadcasting Corporate



EDITORIAL POLICIES AND THEIR PRACTICAL IMPLEMENTATION IN ETHIOPIA

The practical implementation dimensions of the editorial policies were viewed both from inward and outward perspectives, as generated from the two key informant interview categories. Inquiry of the inward perspective was effected through requests made to interviewees representing the media houses; while the external review was generated from media researchers, consultants, and CSO experts.

Accordingly, key informant interviewees from the media outlets were requested, whether certain mechanisms or systems were placed to implement their editorial policy or not. While responding to this, all of the respondents (except Nahoo TV)³⁴ reported that there are actual mechanisms, such as working procedures, guidelines, and systematic approaches

³⁴ As can be referred in table Seven (Fourth column)

being installed by their respective organizations to inform and follow up on the proper implementation of the editorial policy.

Findings have also shown that the major mechanisms being installed by the media organizations that participated in our study included editorial briefing, media monitoring, regular reviews, and emergency reviews are needed. In addition, other key informants added mechanisms such as on-the-job training, production manuals, daily brief in the newsroom, weekly briefs, a chain of structure to cross-check contents before aired, and the preparation of working guidelines on how to use the editorial policy during reporting and producing news.

The KIIs from the media houses were also asked to specify the lists of actions being taken by the media houses; in the case of deviations between the editorial policy and its actual implementation.

Research participants from the media houses disclosed measures such as managing the gap by discussing the issue in a way to meet the editorial policy of the organization, stringent editorial process, and follow-ups, enforcement of strict obedience and respect to the editorial policy and related codes of ethics, notification of transgression, followed by warnings and further disciplinary measures when lenient measures do not work.

Furthermore, some research participants reported the presence of several measures ranging from notification, and training on relevant rules and guidelines, to disciplinary actions against deviations. Moreover, for others, the decisions vary depending on the seriousness and level of the

transgression of the editorial policy. Some have also disclosed that they would prefer to stick to the follow-up of the proper implementation of the editorial policy.

Issues of implementation and observable gaps related to CSEP among the second category of the KIIs, the media researchers, consultants, and CSO experts were asked whether observable gaps exist related to CSEP in Ethiopia or not.

As the data presented below under table 9 indicates, responses given to the question of whether an observable gap exists related to conflict-sensitive reporting among the various media outlets in Ethiopia showed undisputed affirmation. In that, all (100%) of the key informants agreed to the concern that there have been observable gaps, related to conflict-sensitive reporting among the major media outlets in Ethiopia.

Table 8: Responses related to gaps observed related to conflict-sensitive editorial policy and reporting

Name of organizations & Position of KIIs	Whether an observable gap exists related to CSEP or not	Whether gaps in the CSEP have connections with the training
International Media Support – IMS -Programme Officer-PO	Yes	No
Foreign Relations Institute (FRI)- Lead Researcher	Yes	Yes
Ethiopian Environment and Forest Research Institute-Communication Director	Yes	Yes
Melkamsew Media Works-Manager	Yes	No
Independent consultant and media researcher A PhD Fellow and researcher	Yes	No

Source: Data compiled by the researcher (April-June 2022)

In reiterating the editorial policies in Ethiopia and the situation of their practical implementation in Ethiopia, a key informant interviewee (an independent media and communication consultant) stated ‘the understanding of editorial policies in Ethiopia vary a lot and reflect a wide array of opinions and viewpoints.’ The interviewee added that there is a need to develop a national framework or strategy to guide these processes based on the emerging needs and priorities of the public, targeted audience, or overall country context. This should be coherent with the national media legislation and related directives.

In addition, the same interviewee reflected that many of the editorial policies are copied from other countries that do not share similarities with Ethiopia. While other countries’ experiences might be relevant for an emerging media sector like Ethiopia, the process of making it should not be imposed on newsrooms and media practitioners using top-down approaches.

Oftentimes, the interviewee added the endorsements of the editorial policies came from high-level experts (often legal experts) and authorities with power and lack of ownership too. The communication consultant interviewee asserted that many of the editorial policies have been theoretically good on papers, but far from practice.

The same interviewee also suggested the making and implementation of editorial policies should be done through consultative and participatory processes, adding, this would alleviate the discrepancy between the policies and their implementation.

Another key informant from the IMS asserted poor reporting, a state-centric approach in reporting is an observable gap in implementation vis a vis, editorial policies in many of

the media outlets in Ethiopia. As an instrument to be employed on daily basis, the editorial should have been internalized by the journalists and the reporters as well. However, as contended by this interviewee, many of the journalists have not been aware of the editorial policy of the media houses they have been working in.

Equally, a great deal of the audiences/listeners and readership of the media outlets in Ethiopia were not aware of the editorial policies of the media outlets, which was mainly observable upon making public complaints. The interviewee in further advised, as a basic self-regulation tool towards better ethical and professional standards; journalists should be well aware of their editorial policies, which in turn, narrows the wider gap between the editorial policy provision and its implementation.

The existence of gaps between the editorial provisions and actual implementations was also affirmed by the interviewee from Foreign Relations Institute (FRI). He contended that although it requires further study for its verification, there seemed to be a wider gap between the editorial policy provision and its actual implementation in a great deal of the media houses in Ethiopia.

“No matter how noble editorial policy you may have, it does not make a difference if you did not implement it.” The interviewee remarked that the media environment in Ethiopia appeared to be impeded by actual limitations related to a lack of practical implementations of the editorial policies.

As testified by Dr. Mulatu Alemayehu³⁵

³⁵ Mulatu Alemayehu Moges (PhD), Assistant Professor of Journalism and Communication, Addis Ababa University School of Journalism and Communication.

“At this moment the public media, which is technically the state media, are not that neutral in writing and reporting stories as the profession requires. Most of the stories are reported in line with the interest of the news stories that were in favor of the government... The government is putting its own direct and indirect pressure on the news production [processes], so it's very difficult to say that the media reporting is neutral and the news stories that were in line with the interest of the public”

(JAMLAB, 05 NOV 2021).

Likewise, the private press is not immune from such failures. In that

“the private media are in one way, or another aligned with the owners' interest. Issues are framed based on either by the political interest or the ethnic group's interest of the owners”

(JAMLAB, 05 NOV 2021).

Thus, there seemed a significant gap between the editorial policy provisions and the actual implementation on the ground. To curb this, if not to reverse, key benchmarks for conflict sensitivity mainstreaming within media agencies are important to improve conflict sensitivity.

Along with the existence of relevant editorial policies and strategies about conflict sensitivity, human resource/staff competencies, skills, and understanding of conflict sensitivity and institutional commitment are critical to enabling the sustained implementation of conflict-sensitive editorial policy and change strategies that will enable a media organization to become more conflict sensitive.

Thus, generating buy-in at the leadership and senior management levels is found to be more critical. Among others, Chief Executive Officers (CEOs), directors, managers, and other members of the senior management team have to be duly deliberated. Hence, a senior management team buy-in is central to driving conflict sensitivity integration into the day-to-day implementation of media houses.

In an attempt to further seek the possible linkages between the observable gaps in the implementation of the CSEP versus the journalism training in higher education the same category of key informant interviewees (comprised of media researchers, and consultants) were asked whether the observable gaps in the implementation of the CSEP has significant attribution to the training of the journalists among many of the journalism schools or not.

Accordingly, it is found that:

60%

(3 of 5) of the key informants replied "No"

and the remaining:

40%

answered "Yes"

implying that there is no consensus among the informants which might be due to differential exposure and lived experiences about the issue under consideration.



One of the key informants argued that,

"Journalism training in Ethiopia is more theory focused and does not adequately reflect the needs and priorities on the ground. Training focuses more on the developed world and its standards instead of the local. Hence, I would suggest a bottom-up approach whereby the policy reflects the needs and priorities and reflect the pragmatics and dynamics of local newsrooms. This among others may include journalists, editors, and other actors involved in decision-making and should be involved in policy-making. Assessments of editorial policies are top-down, dominated by few experts and authorities, and lack ownership. Hence, the gathering of adequate feedback from their targeted audiences and the development of suitable complaints mechanisms."

Additionally, due to the recent developments in new media, social media and digital media are (re)shaping the media landscape, it should take into account how journalists and audiences consume or use information. As such new tools such as analytics, metrics, or other forms of measuring "impact" should be employed to the degree possible. Furthermore, the need for flexibility to the changing needs and priorities has also been suggested by the key informant interviewee.

Another research participant contended that editorial policy is part and parcel of the media ethics course given that the topic has been an integral part of such courses. However, there are several supporting institutions such as journalists' professional associations, press councils, CSOs and think tanks working in the area of media support and capacity-building schemes, which are delivering applicable

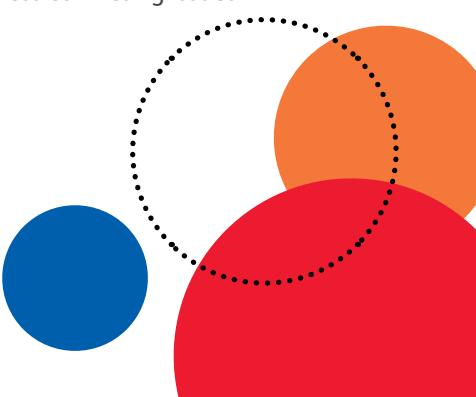
technical assistance in this regard. Other than the formal training to be offered within the journalism school; it is better to provide it via on-the-job training.

According to a key informant, one basic challenge of the media in Ethiopia is its ethnicization. It is commented that most of the conflict reports lack balance, and they are one-sided. They also lack facts and often use superlatives and have been unprofessional in their reporting too.

The fact that self-regulation and co-regulation mechanisms' have also been weak poses another challenge. The audience/readership consciousness in particular and the public at large in general also have lower media consciousness and have had their bearings, as some of the interviewees remarked.

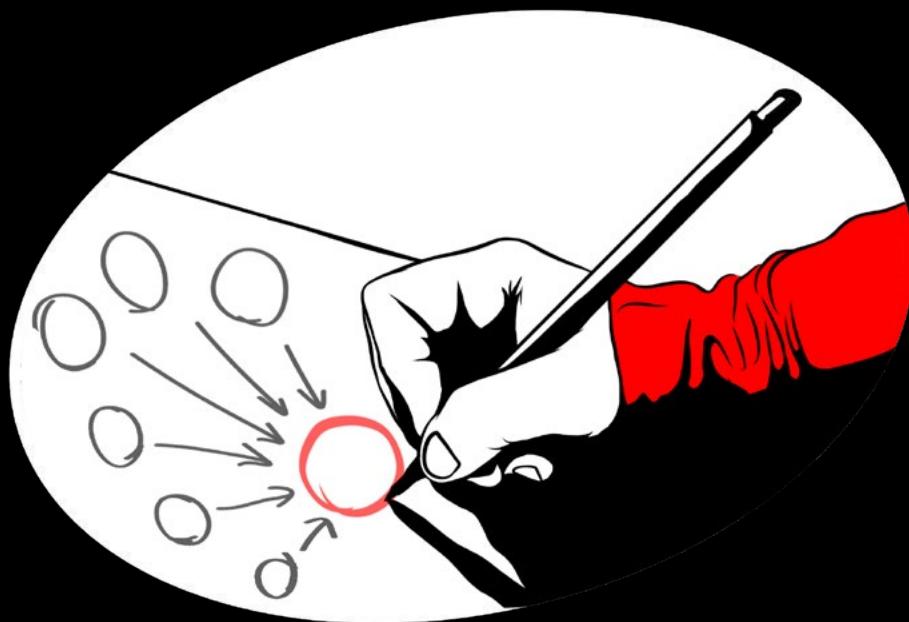
In wrapping up implementation challenges, there have been many gaps between the editorial policy provision of the media houses and their practical implementation. Most of the time, media editorial policies are not being referred to determine a particular incident. Rather every critical issue, such as conflicts, is all determined by the decisions of the politicians and higher officials.

Accordingly, the public interest is not given primary emphasis, as required. Hence, under circumstances where the media is not playing its role as the fourth branch of government, it would be challenging to address conflicting issues in the country.



4

CONCLUDING REMARKS AND RECOMMENDATIONS





SUMMARY POINTS AND CONCLUDING REMARKS

Almost all media outlets in Ethiopia (be it in print, broadcast, and online digital and whether owned privately or by the state, outline their basic daily practices in their editorial policy. Other than Prime Media/TV, all of the media houses whose editorial policies are reviewed have editorial policies. The reason for the only exception among the reviewed media house, Prime Media was justified by the respondent as the media is newly established and is in the process of making one shortly.

When seen in the years of implementing the editorial policies the reviewed editorial policies ranged from age 20 years (Ethiopian Press Agency) to a little more than two and half years (Asham TV). In the middle of the two extremes, AMC (2011), EBC (2014), Addis Standard (2016), and FBC (2018) existed. However, no specific date is mentioned for Addis Zeybe, ESAT, and OMN editorial policies.

In describing the overall contents of the reviewed editorial policies, in terms of their size and comprehensiveness, they showed a significant variation too. To describe these striking

variations, such as in contents among the reviewed editorial policies, they ranged from a few pages with general provisions to those detailed and comprehensive editorial policies.

Media outlets, such as Addis Zeybe, ESAT, and OMN fall in the earlier category of few pages with general provisions, while other media outlets, such as Addis Standard (10 pages) and AMC (23 pages) could be labeled to be medium-sized. EBC's editorial policy (which also served for Ethiopian Radio, and the online version, besides Ethiopian Television,) had a maximum of 240 pages, while FBC's (80 pages), Ethiopian Press Agency's (68 pages), and Asham TV stood at 27 pages. EBC, FBC, EPA, Asham TV, and AMC editorial policies also included a code of conduct and a statement of ethical principles.

When seen in the light of the checklist for conflict-sensitive editorial policies manifested, among others, through the emphasis given to avoiding polarising, emotional, and imprecise words and the sense of considerable gist attached to conflict-sensitive and peace journalism concepts and practices showed much resonance within Ethiopian Broadcasting Corporation (EBC), Ethiopian Press Agency (EPA), Fana Broadcasting Corporation (FBC) and Asham TV editorial policies.

Besides, when evaluated from the perspective of being meticulous relating to commendable issues necessitated sensitivity, their editorial policies could be labeled as comprehensive and detailed in their contents. Finally, the degree of emphasis attached to maximizing common grounds and looking for commonly shared unifying factors between opposing parties instead of mainly focusing on the reporting of divisions distinctly marked this category. Thus, EBC, FBC, EPA, and Asham TVs' editorial policies could be labeled as comprehensive and detailed editorial policies.

In viewing the reviewed editorial policies, in light of the conflict sensitivity demonstrated within each of the reviewed editorial policies; it could be asserted, FBC's editorial policy has been the most comprehensive and detailed of all the reviewed editorial policies. Enacted in 2018, Fana Broadcasting Corporate's editorial policy is updated and detailed in its content. Next to it Asham TV's editorial policy is found to be comprehensive and had a better conflict-sensitive editorial policy.

FBC and Asham TV editorial policies go beyond the do's and don'ts restriction and specified what is to be done (what to be followed) regarding reporting conflict issues. Whereas, EBC's, EPA's, and AMC's editorial policies mainly stressed the prescription instead of addressing how to report conflict issues.

In the case of EBC's editorial policy, at once while stating: "war, terrorist acts, and various disasters reporting is reported in a manner of non-disturbing and not misinforming citizens; and enabling audiences (viewers) right to know the objective realities and broadcasted carefully" However, it put a restriction stating that: "the corporation broadcasts already broken war and likely existing war, terrorist acts (attacks) and various disasters reporting when only granted the permission from the Chief Executive Officer of the Corporation," (EBC, 2014).

The editorial policy of EBC also stated to have about nine detail-specific manuals (guidelines) to operationalize the editorial policy into practices; however, a specific conflict sensitivity guideline or manual was not among these (EBC Editorial Policy, 2014, Page 126).

Although an election reporting manual (which possibly could have some conflict sensitivity dimensions) has been one of these, one cannot determine certainly whether the phrase for the ninth manual “production and other required manuals” included conflict sensitivity or not. However, it is no doubt that the listing has not specified it. In order, for the agencies to improve conflict sensitivity, the existence of such specific guidelines/manuals concerning relevant policies and strategies should have been an explicit part of it.

Theoretically, all the reviewed editorial policies claimed their editorial independence. However, the actual practice both for the public/state media broadcaster and “independent” private media houses have not proven this to be realized. For instance, in contrast to the provisions: guaranteeing editorial, operational and administrative independence of any public service broadcaster from any person including government and its institutions”, the real exercises were unconvincing. In that, the public broadcaster media would usually serve the government through their positive reporting with little critical reflections on socio-political challenges. As ascertained earlier, public/state media broadcasters were almost entirely dominated by government voices or issues related to the government, which showed how the government is, directly and indirectly, influencing the content.

Equally, the private media has not been immune from such failings; as it clings to the owners' interest. Framing of issues is also mainly based either on the media's political interest or the ethnic group's interest of the owners. Thus, the actual practices of adherence to the stated principles and editorial policy provisions both in the public and private media in Ethiopia is remained to be challenging.

Similarly, the lack of understanding as to their editorial policies from journalists themselves, the issue of political polarization the ethnicization fractured and polarized political landscape condition in which the state of politics had also its implications on the success of media self-regulation. Hence, political cleavages dividing the public sphere have ramifications on the journalist communities and on their agencies too hindering collaborative efforts and jointly pursuing common interests.

Besides, observable gaps within the reviewed editorial policies, i.e., the fact that they were not comprehensive enough, and those major hindrances affecting the effective running of media self-regulation within the Ethiopian Media Council (such as lack of clarity and consensus on vision, mission, and values of the council, dysfunctional leadership, failure to build stakeholder consensus and ownership, underdeveloped institutional structure and capacity, and membership accountability and other challenges also implicated the success of the media self-regulation.

Regarding the scope of application of the editorial policies of the entire editorial policies that have been reviewed were stated to apply to the media houses, their sources, and their partners as well.

The media play a central role either in contributing either a positive or negative role to issues related to peace and conflict. But, for this to be possible and materialized, among others, robust self-regulation mechanisms should be put in place in general; while conflict-sensitive editorial policy provisions along with a strong sense of commitment to implement it, in particular, should be established.

In principle, there seemed to be a consensus as to the pivotal role the media has in conflict (either positively or

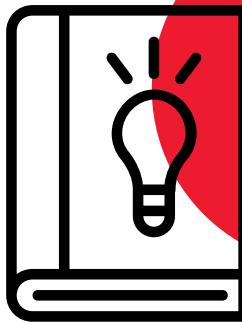
negatively), be it among all of the key informant interviewees and as determined by the secondary data also. Most of the key informants stressed that the media is an indispensable political actor in peace-building processes and that the media and individual journalists play an important part in constructing conflict realities. The media provide a daily stream of information and analysis on current events aiming to aware society of daily issues. Through their work, media professionals influence the perceptions of millions of readers, viewers, listeners, and their customers, and also determine to a crucial degree to what extent conflict actors recognize the array of constructive options available for resolving their differences.

The gap between the provisions of CSEP and actual implementation has been given much importance by a great deal of the key informant interviewees and also established by the secondary data too. Thus, equal emphasis should be given to the actual implementation of the editorial policy per se, besides the provisions of the conflict-sensitive editorial policy (CSEP). More specifically, the commitment of the leadership, fostering through buy-in at leadership and senior management levels should be considered.

Of the various approaches and tools to be employed for organizations to improve their conflict sensitivity, the political measures³⁶ seemed to be more applicable in the Ethiopian media's case.³⁷ Therefore, it is mainly related to the political commitment of the media's leadership in general and the senior management team in particular.

36 It requires acknowledgement that [media engagement] is a political activity with political consequences; alongside the assumption of political responsibility. Whereas the Reflective measures is whereby organizations' at the headquarters level and individual staff make explicit their theories and thinking about conflict, violence and peace building. And the Analytic measures involve familiarity with research, approaches and tools to understand conflict, conflict transformation and peace building and achieve conflict sensitivity.

37 (Reychler 2006),quoted in (Huma Haider , 2012);



RECOMMENDATIONS

For the media organizations in Ethiopia to increase their sensitivity to conflict in the future, the need to prioritize conflict reporting and call media to alert the media to recognize its indispensability in conflict reduction, conflict resolution, and peace-building activities is important.

The media should be aware of its instrumentality. In that, coverage to be made by its outlets has its consequences. The media should be aware of the present conflict context and should be skilled in how to wisely manage diversity and report conflicts cautiously and responsibly.

The very development of editorial policies should be done through a consultative, participatory, or bottom-up approach where the journalists, editors, and other actors provide inputs to the editorial policy making and implementation. This would alleviate the discrepancy between the policies and their implementation.

Media houses should adopt a conflict-sensitive editorial policy. All government and private media organizations operating in the country need to revise their editorial policy based on the current status quo and consider the interest of society in the way it fits the current generation.

Media think tanks and CSOs should think about providing conflict-sensitive reporting guidelines/manuals, conduct trend analysis of the sector, and should guide selected media houses under their supervision, and an urgent need for media professionalism including accurate, objective, and reliable reporting of conflicts.

Side by side with engendering CSEP and strengthening the editorial policy rules, obligations, and procedures to be followed regarding conflict-sensitive reporting and transmission, equally the necessity of addressing the vivid challenges in the implementation with the domination of politics in editorial works has to be considered.

Where they have a good conflict-sensitive editorial policy but lack implementations, the commitment of the senior management team in particular, and the political commitment, in general, should be targeted for immediate and future interventions, be it by media associations and CSOs in the sector ;

Regular and continuous capacity building tailored for the different newsrooms (per region, per media type, etc). The conflict-sensitive editorial policy should also be mainstreamed across other reporting guidelines such as gender, ethnicity, environment, or other areas. It is not a good idea to treat it as a standalone area of reporting, procedure, or indicator, rather a holistic and more robust approach to CSEP would be more appropriate for Ethiopian media now and soon.

The importance of having a conflict-sensitive editorial policy, while comprehending and internalizing it to, journalists, (Reporters, editors) and other stakeholders about the policy is important. In this case, the journalists should also be well aware of the editorial policies they are working with.

Journalists, media houses, and relevant stakeholders should understand the context of conflicts, and understand the root causes, the triggering factor, the main actors, and different layers before starting to write and report about the conflict story.

Regulatory organs, such as EMA and relevant media CSOs should also work on providing and strengthening capacity-building schemes for media houses in Ethiopia. Among others, it could be the development of conflict-sensitive editorial policy, conflict-sensitive reporting issues, and the like.

Media associations and forums should embark on developing and adopting context-specific relevant conflict-sensitive reporting guidelines/manuals to be developed as per the editorial policy to be applicable in Ethiopia. Context-specific/tailor-made capacity-building activities for newsrooms, the development of listening, feedback, and complaints mechanisms, getting technical backup/assistance, and capacity-building training from senior specialists in the sector.

Ethiopian media and its main actors and practitioners should consider how to foster professional and responsible journalism by developing their ethical guidelines and codes of conduct; how best to establish a mechanism of self-regulation to respond to complaints about misleading reporting or lack of professionalism, related to CESP.

Ethiopian journalists should establish unified journalist associations with a twofold task -representing the interests of journalists with employers and other actors while promoting high professional standards, and a vibrant media council, and finally, popularizing best practices and conducting experience/ exposure sharing both within and abroad could also be considered.

REFERENCES

- ARTICLE 19, (2005) Freedom and accountability:
safeguarding free expression through media self-regulation
article 19, the Global Campaign for Free Expression
International Federation of Journalists March 2005
- Asemah, E.S. (2011). Selected Mass
Media Themes. Jos: Maktol Press
- Awolowo, D. (2009). Influence of Mass Media and
Gatekeeping retrieved on 11th June 2016 through
[http://doraawolowo.blogspot.com/2009/03/
influence-of-massmediagatekeeping.html?m=1](http://doraawolowo.blogspot.com/2009/03/influence-of-massmediagatekeeping.html?m=1)
- Bereket Shimelis (2017). Sustainability and roles of the
Ethiopian Media Council.Unpublished M.A. Thesis. Addis
Ababa University. The School of Graduate Studies, Addis
Ababa, Ethiopia
- CIMA,(2019)[https://www.cima.ned.org/blog/
ethiopia-is-unshackling-the-media-buttrue-
independence-will-depend-on-reforms/](https://www.cima.ned.org/blog/ethiopia-is-unshackling-the-media-buttrue-independence-will-depend-on-reforms/)

- Chinedu, N.N. (2009). Constraints on Journalistic Practice in Government - in South-South Geo-Political Zone of Nigeria. Unpublished Master's Thesis. University of Nigeria, Nsukka. Department of Mass Communication.
- Christopher, N.M. and Onwuka, O. (2013). Media Ethics in the Development of Journalism in Nigeria. Central European Journal of Communication, 7(1): 33-48.
- Cishecki, Melanie (2002). Co-Regulation: A New Model of Media Regulation. EGM/MEDIA/2002/EP.3 (October 2002)
- Conflict Sensitivity Consortium (February 2012) How to guide to conflict sensitivity
- Du Toit, Peter, Conflict Sensitive Reporting: A toolbox for journalists; Sol Plaatje Institute for Media Leadership, School of Journalism & Media Studies, Rhodes University, Grahams town, 2012
- Federal Negarit Gazette No. 26, March 23th 2020
- Fojo Media Institute (2017). Feasibility Study: Strengthening free, independent, and professional journalism in Ethiopia
- Friedrich Naumann Stiftung für die Freiheit, (2017). Introduction to conflict-sensitive reporting
- Galtung, Johann, Constructive Approaches to Community and Political Conflict - High road, low road: charting the course for peace journalism, Track Two, Volume 7, Issue 4, Dec 1998.
- Haider, H., (2014). Conflict Sensitivity: Topic Guide. Birmingham, UK: GSDRC, University of Birmingham.

Haraszti, M. (2008). The Media Self-Regulation Guidebook. Vienna: Office of the Representative on Freedom of the Media Organization for Security and Co-operation in Europe (OSCE).

Howard, Ross, Conflict sensitive journalism, International Media Support, Copenhagen, 2012

Internews (2021) Information ecosystem assessment: flow, needs, and access in Ethiopia: The Case of Addis Ababa and Gambella

JAMLAB, (05 NOV 2021) Ethiopian media 'caught between a rock and a hard place': By Benon Oluka features | latest | JAMLAB contributor | 05 Nov 2021

Llorens, Carles (2019) The European Union and PSM in Troubled Democracies: A Bridge Too Far? in Eva Polonska and Charlie Beckett ed., Public Service Broadcasting and Media Systems in Troubled European Democracies, Palgrave Macmillan, (<https://doi.org/10.1007/978-3-030-02710-0>)

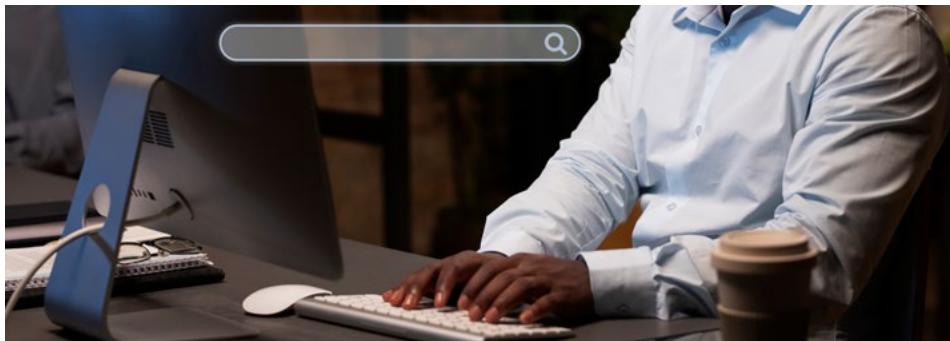
Magnificent, Linda (2016) What Media Self-Regulation? Retrieved from <http://studymoose.com/what-media-self-regulation-essay> <https://johannesburg.academia.edu/LindaMagnificent?swp=tc-au-28011665>

McQuail, D. (2007). McQuail's Mass Communication Theory (6th Ed.). London: SAGE Publications

Mîrza, Radu (2021) Regulation, and Self-Regulation: Two Pieces of the Puzzle for a Healthy Media Landscape in Moldova. The Media Enabling Democracy, Inclusion and Accountability in Moldova (MEDIA-M) project. September 2021 (No 15)

Nyman-Metcalf et al (2003). Broadcasting Policy and Practice in Africa. New York. Oxford University Press

- Okioya, S.O. and Adedowole F.I.(2011). Global Media Ethics and its Theoretical Application to Nigerian Journalism. In: KayodeIdebi and William Madaki (ED) Journalism Ethics: A Philosophical Approach To Issues in the Nigerian Media: Ibadan, Cobweb Book Publishers
- Organization for Security and Cooperation in Europe (OSCE) (2008), The Media Self-Regulation Guidebook, Vienna, OSCE.
- Owums, E.O. (2007). Radio -TV Production. Owerri: Top Class Agencies LTD
- (2008). Elements of Broadcasting. An Introduction. Owerri: Top Class Agencies LTD.
- Puddephatt, Andrew (2011), “The importance of Self-regulation of the media in upholding freedom of expression”, Series CI Debates, Num. 9, Brasilia, UNESCO
- UN (2019), United Nations Strategy and Plan of Action on Hate Speech.UN Strategy and Plan of Action on Hate Speech 18 June SYNOPSIS.pdf
- Van den Bulck, Hilde, Manuel Puppis, Karen Donders and Leo Van Audenhove (Eds.) (2019), The Palgrave Handbook of Methods for Media Policy Research, Brussels, Palgrave MacMillan
- Wodi, Abdul-Hameed (2017). Editorial policy and journalist's professional duties: a study of FrcnAbuja Network Centre Ahmadu Bello University, Zaria. September 2017
- Zlatev, Ognian (2008) “The Press Council: The Archetype of a Self-regulatory Body”, in Adeline Hulin and Jon Smith (eds.), The Media Self-Regulation Handbook



Website references

[Accessed](https://www.amharaweb.com)
on June 10, 2022. 9:30 A.M.)

Amharic references

የኢማር ባዕትኝን መግኑና ይርሱት እኩቶችና ጥለስ.፣(ጥር 2003 ዓ.ም) አዲስ አበባ

የኢትዮጵያ ከሰነድ እኩቶችና ስለስ. (ቅመት የለተገለጋ) አዲስ አበባ

የኢትዮጵያ ከሰነድ እኩቶችና ስለስ. (2007 ዓ.ም) አዲስ አበባ

የኢትዮጵያ ከሰነድ እኩቶችና ስለስ. (2013 ዓ.ም.) አዲስ አበባ
የኢትዮጵያ ከሰነድ እኩቶችና ስለስ. (2010 ዓ.ም.፣ 78: 26-27)

ANNEXES

Annex I: Key Informant Interview Guideline to Media houses Respondents

Key Informant Interview Guidelines to be
Administered to Selected Key Informants

General guideline

This interview guideline is prepared as part of research endeavors commissioned by the Center for the Advancement of Rights and Democracy -CARD. As part of the consultancy service to model, conflict-sensitive editorial policy; CARD would like to conduct a baseline study about editorial policies and their practical implementation in Ethiopia, and research on conflict-sensitive reporting issues. This interview is conducted only for the mere research purpose and its confidentiality is strictly maintained. Any comments to be made here or opinions forwarded will not be used otherwise for whatever reasons. Please, encircle your appropriate choices where available and provide your brief responses where blank spaces are provided.

Thank you in advance for volunteering to take part in the interview!!

I. Background Information of media outlets /respondents:

Name of Media outlets of media outlets /respondents

.....

Media outlet type: a) Printed b) Electronic

.....

The KIIs / respondents position:

.....

II. Editorial Policy & related questions

2.1. Do your media house have an explicit written editorial policy?

- A) Yes
- B) No

2.2. If your answer to question number 2.1 is yes, are there any efforts of sensitizations being made by your organization to Journalists and editors to internalize the Editorial policy?

- A) Yes
- B) No

2.3. If your answer to question number 2.1 is No, would you briefly describe why?

2.4. Again, if your answer to question number 2. 1 is No; do you think an editorial policy will be developed in the near future?

- A) Yes
- B) No
- C) I do not know

2.5. Again, if your answer to question number 2.1 is Yes; are there any actual mechanisms (such as: working procedures, guidelines, and systematic approach) being installed by the organizations to inform and follow up the proper implementation of the editorial policy?

- A) Yes
- B) No

2.6. If your answer to question number 2.5 is yes; would you kindly list those major mechanisms?

2.7. In the case of deviations between the Editorial policy and its actual implementation; what decisions could be made?

III. Conflict sensitivity reporting and related questions

3. 1. In the case where, the media outlets have a written Editorial policy, do you think the commitment to peace building is clearly demonstrated within the Editorial policy?

A) Yes

B) No

3.2. If your answer to question 3.1. Is yes, does the Editorial policy explicitly states sensitivity to conflict / is conflict sensitivity evident within the Editorial policy documents?

A) Yes

B) No

3.3. Again in the case where the media outlets have a written Editorial policy, do you think the Editorial policy has statements related to conflict sensitive reporting / or implicated Conflict sensitive Journalism?

A) Yes

B) No

3.4. What recommendations, would you suggest for Media organisations in the future to increase their sensitivity to conflict?

IV. Possible related remarks and suggestions

Any related comments and/ or remarks, in relation to the editorial policy of media outlets in Ethiopia

Thank You!!!

Annex II:

Key Informant Interview Guideline to Media researchers, independent consultants, and CSO Media expert Respondents

Key Informant Interview Guidelines to be administered to Selected Key Informants

General guideline

This interview guideline is prepared as part of a research endeavor commissioned by the Center for the Advancement of Rights and Democracy -CARD. As part of the consultancy service to model a conflict-sensitive editorial policy; CARD would like to conduct a baseline study about editorial policies and their practical implementation in Ethiopia, and research on conflict-sensitive reporting issues. This interview is conducted only for mere research purposes and its confidentiality is strictly maintained. Please, encircle your appropriate choices where available and provide your brief responses where blank spaces are provided.

Thank you in advance for volunteering to take part in the interview!!

I. Background Information of respondents

The Respondents position & Organization:

.....

Educational Qualification & Years of Experience in the sector:

.....

II. Editorial policy, Conflict sensitive reporting & related questions

2.1. Do you think, the training offered among many of the journalism schools in Ethiopian higher education institutes gives the required knowledge and skills to trainees to be capable of developing a sound Conflict Sensitive Editorial policy on their own?

- A) Yes
- B) No

2.2. If your answer No to question number 2.1 is yes, what should be done to improve this?

2.3. Do you think there is an observable gap, related to sensitivity to conflict / conflict-sensitive reporting among the major media outlets in Ethiopia?

2.4. If your answer to question no 2.3 is yes, what would you recommend to harnessing it?

2.5. Any comments/ remarks related to the editorial policies and their practical implementation in Ethiopia?

2.6. Any comments/remarks related to the conflict-sensitive reporting and related issues in the Ethiopian Media landscape?

Thank you!!

PART TWO

A REVIEW OF CONFLICT- SENSITIVE REPORTING IN ETHIOPIA



EXECUTIVE SUMMARY

The purpose of this desk research is reviewing sample media reports of conflicts in Ethiopia within conflict-sensitivity and policy instruments. Though it is defined and characterized in different ways, conflict is endemic to human societies, and it is a feature of human existence. Conflict arises when people hold incompatible needs, interests, desires, and objectives.

Media, also, plays a significant role in today's conflicts of human societies. The media's role can take two different and opposed forms either take an active role in the conflict with responsibility for the intensification of violence or maintain independence and stay out of the conflict, thereby contributing to the resolution of the conflict and alleviation of violence.

The media can be used or abused depending on the interests of those who own and control it, as well as the nature and effectiveness of the regulatory framework in place. The media can ease and mitigate ethnic and religious tensions

and promote reconciliation. However, this is dependent on how journalists frame and report their stories. In that case, the journalists' reporting on conflict should be tuned by conflict-sensitive reporting.

Conflict-sensitive reporting is adopting a conflict-sensitive approach to the gathering and presentation of the news while finding ways to narrate conflict-sensitive stories engagingly and compellingly.

Although Freedom of expression was stipulated in the 1995 FDRE Constitution, which is the supreme law of the land, Ethiopia has been described as a media-unfriendly country for more than two decades in a row and ranked among the worst countries globally for media freedom. However, following reforms that begins in 2018, the government began to open up the media space, improving the country's ranking in the World Press Freedom Index by 40 places at a time in 2019.

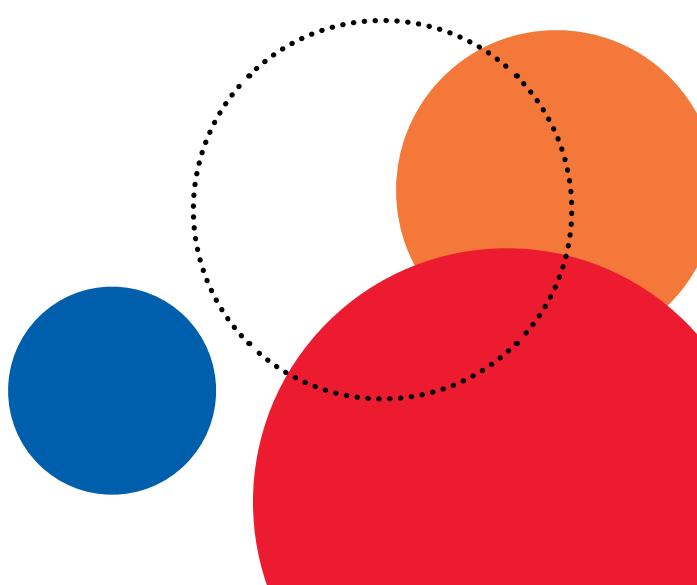
Established as an autonomous federal government agency, the Ethiopian Media Authority (EMA) is responsible for regulating the media in Ethiopia. Established in 2016, the Ethiopian Media Council (EMC) is also an institution formed by media organizations to optimize media self-regulation.

The current Ethiopian media context manifests the elite's polarization and fragmentation in the core social forces. Since a media system that exists elsewhere is somehow a reflection of the existing political system there, a replica of the existing political system, the media in Ethiopia is ethnically dominated; and it is evolving into fragmentations along fault lines of many shades such as lingo-cultural cleavages and others.

In current Ethiopia, partially, the failure of the mainstream media in being proactive and delivering credible, and balanced reporting, notably to issues related to conflict-sensitive reporting has created an opportunity for the alternative media to exert their idea and influence.

Unfortunately, the alternative media did not seem to be capitalizing on this reality. The role of social media in disseminating conflict-sensitive reporting and promoting peace, in Ethiopia has been bottlenecked too. Though somehow sizeable members of the public followed the social media pieces to make sense of the unfolding context, it was more of an arena where highly partisan individuals and groups pushed their respective narratives.

The fact that violence was unleashed in many parts of the country in the last few years necessitates the need for conflict-sensitive reporting in the media like never before. Thus, a list of recommendations is provided to enforce and optimally materialize conflict-sensitive reporting in the Ethiopian context.



1

GENERAL INTRODUCTION





INTRODUCTION

Defined and characterized in different ways, conflict is endemic to human societies, and it is a feature of human existence. Conflict arises when people hold incompatible needs, interests, desires, and objectives. Conflict occurs within families, communities, workplaces, nations, regions, and, indeed, within individuals as conflict mainly takes place within relationships and the nature of these relationships has an influence on the way conflicts play out (UNESCO, 2012).

Conflict occurs when two or more groups (or people) vie over competing values or claims to resources, power, or status. Conflict represents a need for change by one or all parties (UN, 2022). Conflict is a situation where two or more individuals or groups try to pursue their goals or ambitions which they believe they cannot share. Furthermore, conflict arises when parties disagree and act based on perceived incompatibilities (IMS,2004); (Conflict Sensitivity Consortium, 2012).

Conflict also occurs when two or more parties (individuals or groups) believe that their interests, goals, or ambitions are incompatible, express hostile attitudes, or take action that damages other parties' ability to pursue their interests (Friedrich Naumann Stiftung für die Freiheit, 2017).

In the context of Conflict-Sensitive Journalism, conflict is defined by Deutsch and Coleman and cited by Byrne & Senehi (2009) as a situation where two or more people have or think they have incompatible goals and undermine each other's goal-seeking potential.

Media play an important role in either promoting conflict or peace (Parischa 2015; Coronel 2003; Hamelink 2008). The media can play a phenomenal role in conflicts by fanning them or helping to escalate them, managing them through good reporting, and seeking solutions that bring about peaceful outcomes. In that, the media can work both ways that are to ignite violence, and conflict and to settle peace and normalcy.

The media can ease social conflicts and promote reconciliation (Coronel 2003; Hamelink 2008). They also provide warring factions mechanisms for mediation, representation, a voice, and platforms to settle differences peacefully. In conflict prevention and management, they are information providers and interpreters, watchdogs and gatekeepers, policymakers and diplomats, and peace promoters and bridge builders (Bratic and Schirch 2007).

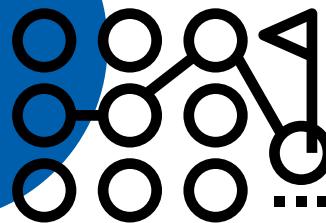
According to Admire Mare (2019), when being in the right hands, the media can catalyze peacebuilding, democratization, and development. On the contrary, if it falls in the wrong hands, it can be a dangerous tool that can stimulate hatred and lead to violent conflict.

Based on the contexts such as the interests of those who own and control the media, and the nature and effectiveness of the regulatory framework in place, the media can be abused. To cite a few cases where it is abused and played a role in fuelling or exacerbating conflict, in Rwanda where Radio-Television Libre des Milles Collines (RTLM) provoke its

audience to pick up machetes, went to the streets and ‘kill the cockroaches.’ Similarly, broadcasters in the polarised local communities of the Balkans also played a role in inflaming confrontation and advocating ‘to the point where violence became an acceptable tool for addressing grievances’ (Bratic & Schirch, 2007).

As stated earlier, the media can ease and mitigate ethnic and religious tensions and promote reconciliation. However, as Lisa Schnellinger pointed out such a constructive or destructive role of the media is dependent on how journalists frame and report their stories. In that, a journalist reporting on conflict should be conflict-sensitive.

Thus, all media engagements and activities by journalists anywhere in general, and in fragile and conflict-affected settings in particular, must be conflict-sensitive. This has significant importance, especially in the current domain where media channels proliferate and people become more reliant on social media as a primary source of information. Journalists and media practitioners, therefore, must analyze and fully understand all possible effects of their media engagements vis-à-vis conflict-sensitive reporting.



METHODOLOGY

Qualitative research approach and design are applied to this desk research. This assessment exploited secondary data to conduct the desk review/document analysis.

A review of pertinent literature including published documents, media policies, proclamations, and other relevant documents significant to understand the Ethiopian media landscape was also reviewed.





ORGANIZATION OF THE DESK RESEARCH

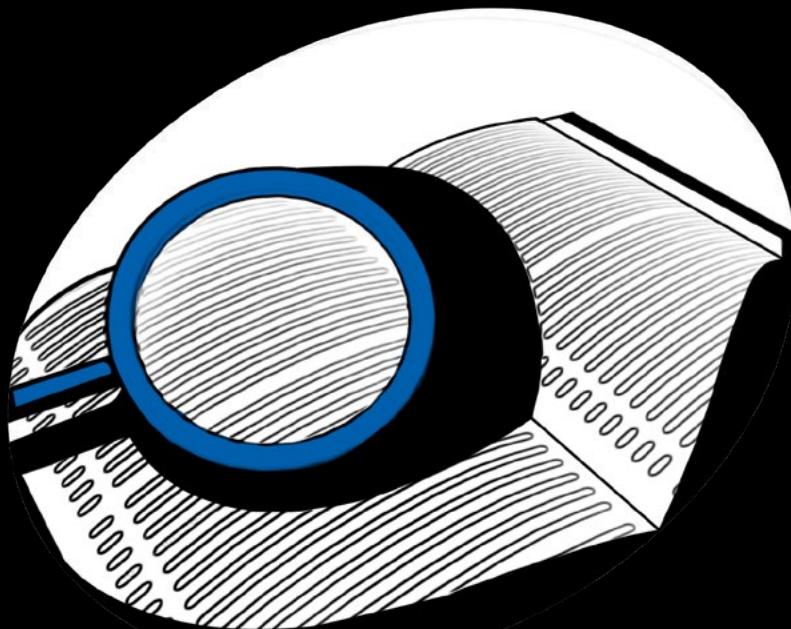
This desk research assessment is organized into four chapters. Chapter one presents a brief introduction (hinting at concepts addressed in the desk research, the rationale and purpose, methodology, and organization of the report.

A concise review of relevant literature and concepts of the assessment study, concerning conflict-sensitive reporting and related issues, has been made in chapter two. Chapter three deals with the Ethiopian media landscape. The final part of the research deals with concluding remarks and recommendations.



2

A BRIEF REVIEW OF RELEVANT LITERATURE





BASIC CONCEPTS OF CONFLICT AND MEDIA

Conflict occurs when two or more groups (or people) vie struggle over competing values or claims to resources, power, or status. Conflict represents a need for change by one or all parties (UN, 2022).

Conflict occurs when two or more parties (individuals or groups) believe that their interests, goals, or ambitions are incompatible, express hostile attitudes, or take action that damages other parties' ability to pursue their interests (Friedrich Naumann Stiftung für die Freiheit, 2017).

Conflict could occur within families, communities, workplaces, nations, regions, and indeed, within individuals, as conflict mainly takes place within relationships and the nature of these relationships influences the way conflicts play out (UNESCO, 2012).

A South African conflict specialist Mark Anstey (2008) provided, "conflict exists in a relationship when parties believe their aspirations cannot be achieved at the same time, or

perceive a divergence in their values, needs or interests (latent) and purposefully mobilize the power that is available to them to eliminate, neutralize, or change each other to protect or further their interests in the interaction/manifest conflict.”

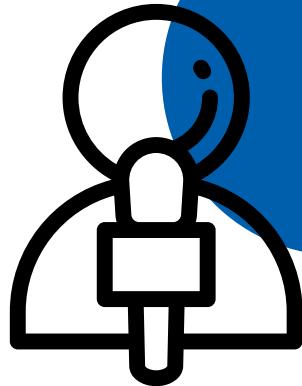
On the other hand, Deutsch and Coleman, cited by Byrne & Senehi (2009) define conflict as a situation where two or more people have or think they have incompatible goals and undermine each other's goal-seeking potential.

It is important to acknowledge that conflict may have more than one cause. Journalists need to remain alert to the fact that there are multi-dimensional factors causing conflicts.

The IMS (2008) indicated that conflicts arise when resources are scarce and not shared fairly, as in food, housing, jobs, or land, there is little or no communication between the two groups, the groups have incorrect ideas and beliefs about each other, unresolved grievances exist from the past and power is unevenly distributed.

The media are communication channels through which news, entertainment, education, data, or any information is disseminated. This includes broadcasting and narrowcasting media like newspapers, magazines, television, radio, billboards, internet (forum ZFD, 2018).

Whereas, social media in its respects, is defined as decentralized broadcasting platforms that allow users to create and share content as well as engage in social networking. Facebook, Twitter, and YouTube are some examples of social media platforms (ACCORD, 2022).



THE ROLE OF THE MEDIA IN PEACEBUILDING AND CONFLICT

Regarded as the 'Fourth Pillar of Democracy,' media plays an important role in promoting peace, and peacebuilding process. Media can play multiple roles in several ways for bringing peace and normalcy.

The Media can act as whistleblowers, help in building confidence, facilitate negotiations, and also break diplomatic deadlocks (Bratic & Schirch, 2007).

Media often plays a key role in today's conflict. As the Council of Europe (2021) pointed out, whenever reporting on conflicts is made, the possibility of bettering or worsening life for the people involved is apparent. The role of the media can take two different and opposing forms. In that, either the media takes an active part in the conflict and has responsibility for increased violence, or stays independent and out of the conflict, thereby contributing to the resolution of conflict and alleviation of violence (IMS, 2006).

Media play an important role in either promoting conflict or peace (Parischa 2015; Coronel 2003; Hamelink 2008). The media can play a phenomenal role in conflicts by fanning them or helping to escalate them, managing conflicts through good reporting, and seeking solutions that bring about peaceful outcomes. In that, the media can work both ways either to ignite violence and conflict or to settle peace and normalcy.

Related to conflicts, reports by media houses can equip people to make lifesaving decisions, enable better understandings between rivals and allow communities to share their concerns. While they can also provoke fear and hatred, enhance misunderstandings, and do damage to the prospects of peace.

The media can ease social conflicts and promote reconciliation (Coronel 2003; Hamelink 2008). They also provide warring factions mechanisms for mediation, representation, a voice, and platforms to settle differences peacefully. In conflict prevention and management, they are information providers and interpreters, watchdogs and gatekeepers, policymakers and diplomats, and peace promoters and bridge builders (Bratic and Schirch 2007).

As Puddephatt (2006) argues, which role the media takes in a given conflict, depends on a complex set of factors, including the relationship the media has with actors in the conflict and the independence the media has from power holders in the society. When being in the right hands, the media can be a force for peacebuilding, democratization, and development. But in the wrong hands, they can be a dangerous tool that can fan hatred and lead to violent conflict (Admire Mare, 2019).

Based on the contexts, such as the interests of those who own and control the media, and the nature, and

effectiveness of the regulatory framework in place, the media can be abused or used as a positive force for peace. Especially where and when the media can also work in negative deviance and escalate violence, it can play a role in fuelling or exacerbating conflict.

To cite a few instances, in Rwanda Radio-Television Libre des Milles Collines (RTLM) was used 'to demonize the Tutsi, lay the groundwork, then literally drive on the killing once the genocide started' (UN official cited in Betz, 2018: 4). RTLM urged listeners to pick up machetes, take to the streets and 'kill the cockroaches' (Bratic & Schirch, 2007).

Likewise, broadcasters in the Balkans polarised local communities 'to the point where violence became an acceptable tool for addressing grievances' (Bratic & Schirch, 2007). In Asia, where countries such as the Philippines, Indonesia, and Sri Lanka experienced ethnic conflicts, the news media also played an important role (Obijiofor and Hanusch, 2011).

The media can ease and mitigate ethnic and religious tensions and promote reconciliation. However, as Lisa Schnellinger pinpointed: this is dependent on how the journalist reports the story. Thus, the media need to understand what conscious and unconscious role they play in reducing or at times aggravating conflicts (Friedrich Naumann Stiftung für die Freiheit, 2017).

The media could only be said to be working towards conflict resolution and enhancing peace only when engaging in credible reporting, representing balanced opinions in all of its contents, identifying balancing interests of all participants and articulating the underlying interests of conflicting parties without bias, working in a healthy and free environment, and have ethical and moral responsibilities in reporting conflict (IIESRR, 2014).



CONFLICT SENSITIVE REPORTING

As to the UN (2022), conflict sensitivity is fundamentally about how all interventions operate in a context - based on sound analysis, awareness of peace and conflict dynamics, and with attention to unintended consequences. The UNDP (2017) viewed conflict sensitivity as a way of working requiring the media and its actors to understand the context in which they operate, understand how their program(s) interact with that context and adapt their program(s) to minimize negative results from interaction and maximize positive results.

In that, media actors are supposed to be cognizant of the context they are operating in, and clearly understand the interface between their meddling and the context while consistently adapting engagements aimed at curtailing the negative and capitalizing on the constructive aspects of their reporting.

Similar to the definition given by UNDP, European Communities (2015) further qualified that, “understanding the context” as comprehending the historic, social, demographic, political, economic, and security situations.”

Conflict sensitivity is a deliberate and systematic approach that recognizes any initiative in a conflict-affected environment and the positive or negative consequences while striving towards making the best use of benefits and restraining damaging ones.

Thus, being conflict-sensitive in the case of media means understanding the intersections between the endeavors of the media and conflict, and designing and delivering programs in ways that do not exacerbate conflict (Do No Harm), but instead mitigate anticipated conflict and where possible, enable and strengthen peace.

As to the conflict-sensitive reporting and ethics learner module (n.d.), conflict-sensitive reporting mainly involves adopting a conflict-sensitive approach to gather and present the news while finding ways to narrate conflict-sensitive stories engagingly and convincingly.

Conflict-sensitive reporting grants the leverage of reporting on conflicts professionally without fueling the flames of conflict. It is premised on the assumption that journalists understand the [conflict] context in which they operate, the interaction between their operations and the [conflict] context, and act upon the understanding of this interaction to avoid negative impacts and maximize positive impacts on the [conflict] context and the intervention (Howard, 2004).

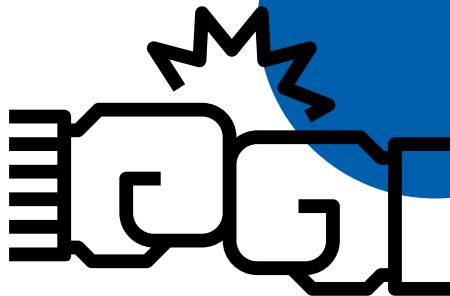
As the saying goes “the more you know, the better it gets.” The more journalists understand the conflict, the better equipped they will be to report on events and processes in

ways enhancing the likelihood of parties achieving peaceful solutions (IMS, 2012). Conflict-sensitive journalists are geared towards framing their stories in such a way as to “give peace a chance.” It is concerned with the contextual framing of stories, ethical treatment of sensitive subjects, and avoidance of polarizing stereotypes (Admire Mare, 2019).

As summarized by Ross (2009:12);

Conflict-sensitive reporting reflects a modernization of the regional values of the news media. It is rooted in the belief that the news media in many societies can be a powerful force to reduce the causes of conflict and enable a conflict-stressed society to better pursue conflict resolution. The media can do this by training its journalists to better understand conflict and the media's role in it. A journalist can strengthen their reporting to avoid stereotypes and narrow perspectives on the causes and process of conflict. The media can contribute to a wider dialogue among disparate parts of the community in conflict, through improved reporting. It can explore and provide information about opportunities for resolution. And at the same time, the media must maintain its essential standards of accuracy, fairness and balance, and responsible conduct.





CONFLICT ANALYSIS

Conflict analysis is a systematic study of the political, economic, social, historical, and cultural factors that directly influence the shape, dynamics, and direction of existing or potential conflicts. It includes an analysis of the causes and dynamics of the conflict, as well as assessments of the profiles, motivations, objectives, and resources of conflict protagonists (CDA, 2007; Conflict Sensitivity Consortium, 2004).

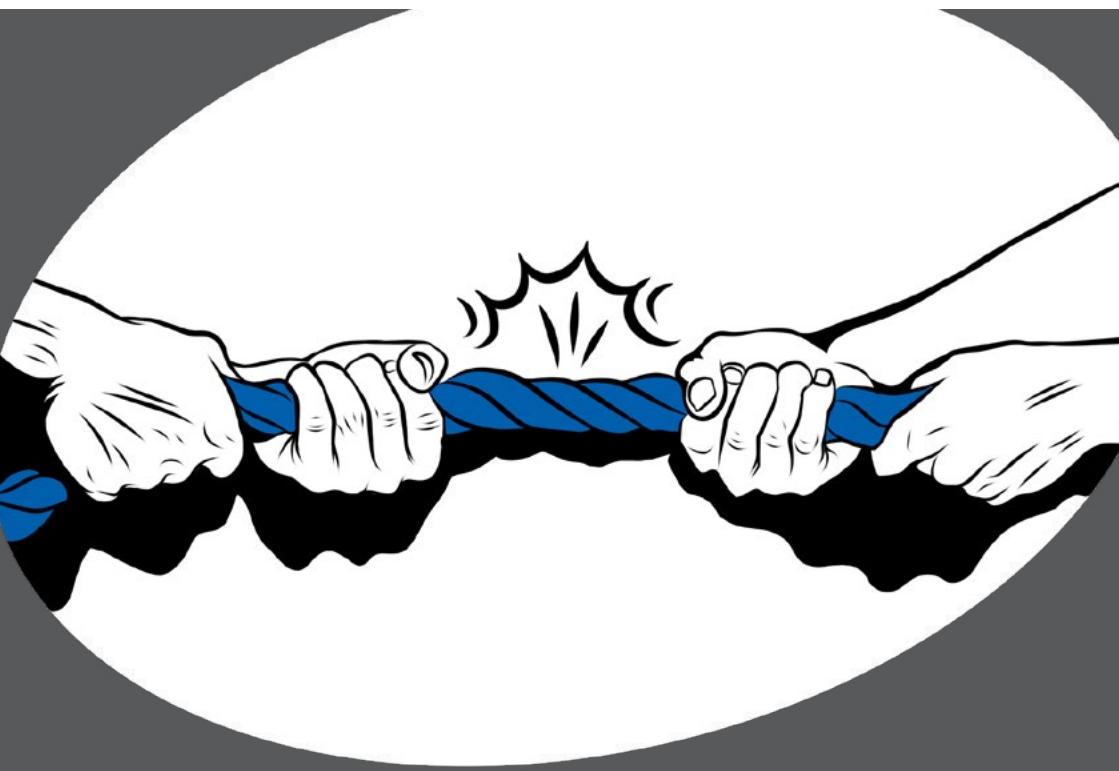
In projecting the way forward regarding the role of the media in the context and conflict analysis and highlighting key issues for development practitioners working with media interventions;

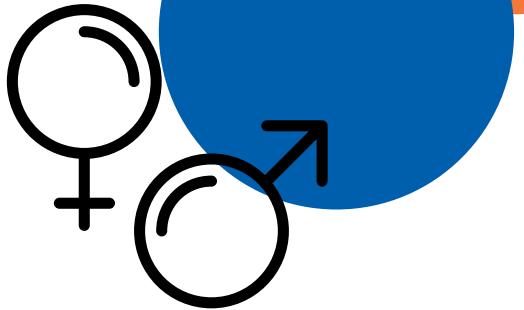
UNDP (2017) reiterated that

“It is not only the conflict or conflict phase that is important but the context in which we seek to work. There must be a solid analysis of the context within which the media operates.”

Conflict-sensitive reporting and ethics learner module (n.d.) reiterates that conflict analysis for journalists aims to understand the causes, dynamics, and the actors/forces who are promoting continued violent conflict. It is pinpointed that conflict analysis intends to equip journalists with the capacity to ensure conflict-sensitive reporting.

The same module also highlights, among others, that conflict analysis for journalists aims to achieve maintain the principles of conflict-sensitive reporting, spotting perspectives of all important conflict parties, recognizing conflict symptoms, sources/ causes, and effects of the conflict, exploring the escalation or de-escalation of the conflict and scrutinizing possible options for resolution.





GENDER- AND CONFLICT-SENSITIVE JOURNALISM

Conflicts have a gender dimension as conflicts impact men and women, girls and boys differently. While they might face similar phenomena during and after conflict, their experiences, responses, and levels of vulnerability are often influenced by their gender (AU and UN Women, 2017).

The Global Study on the Implementation of UNSCR 1325 (2015) highlights the role that the media can play in advancing the WPS agenda, especially by providing comprehensive narratives on gender and women's lives in conflict and post-conflict settings; and importantly, holding states accountable (UN Women, 2015).

The media must ensure those women's voices and perspectives are incorporated in the analysis of conflict, and that this is done in a balanced manner that acknowledges their multiple and complex roles in society. However, in viewing gender, conflict, and media reporting relations, women are often portrayed as victims in conflict and post-conflict situations, and in large part, they are.

Gender and conflict-sensitive journalism can be described as a tool for journalists and others who strive to understand conflicts in a larger context. It has been developed from peace and conflict analyses which indicate that the choices journalists make when they are reporting about conflicts affect not only our understanding of the conflict – but also what we perceive to be the solution. This, in turn, affects the conflict and its outcome (Kvinna till Kvinna 2015).

As noted by the Swedish-based Kvinna till Kvinna Foundation (2015) :

Despite the fact that conflicts affect whole populations, women are almost invisible in the reports. If they are present at all, they are often seen crying in the background and are talked about - rather than listened to...Women, on the other hand, are rarely asked about their opinions regarding conflicts in general, and if they are, it is usually from a woman's or the victim's perspective.

According to the Gender Links Media and Progress Study in Southern Africa (2015), gender-responsive reporting gives voice and space to issues affecting women, and men. Instead of perpetuating stereotypes, gender-sensitive reporting accords women's agency and highlights what they offer towards resolving conflicts and contributing to peace (Lowe Colleen, 2015).

Media representations of warfare and peacebuilding, however, do not always reflect the aims of UN Resolution 1325 and do not always support the advancement of gender equality. As to Isis International Manila and Mindanao Women Writers (2007), media coverage is often characterized by: weaknesses such as simplification of causes of conflict, focusing on male actors, portraying women only as victims, and spot-lighting on violence, and its visible effects.

Journalists must provide a sensitive representation of victims, including girls and women, examine their needs and participation in peacekeeping, peacebuilding, and reconstruction, and focus on the gendered structure and culture of the society in their coverage (Yiping, 2012).

International-Manila and Mindanaw Women Writers (2007) reiterate journalists should ask these questions when crafting a story “where is the woman in the story?” How can gender information strengthen the story? What are the power relationships between men and women in the leadership of the conflict parties, on the negotiation panels, in community structures, and in family structures? How do these roles and power relations further explain the issue being investigated? How are the impacts of events and processes written about in a specific story different for women and men? Where are the points of collaboration between genders? And what are the common grounds and shared interests and needs?



The table below describes what consists of gender-responsive reporting versus gender-blind reporting.

Table 1:

Gender-responsive reporting versus Gender blind reporting

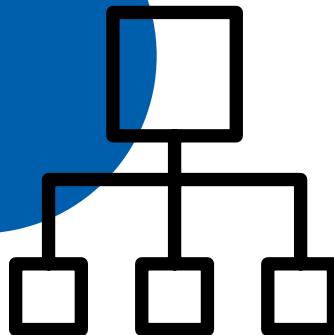
Gender-aware reporting	Gender-blind/ gender-biased reporting
Gender balance of sources (voices), i.e. ensuring that the reporter interviews women, men, boys and girls, and also recognizing the diversity among groups, according to age, class, education, ethnicity etc	Lack of gender balance in sources (voices). The report will be based only on interviews from one sex, i.e. only men, or only women. Gender blindness can also denote the failure to recognize the heterogeneity within the same group, i.e. interviewing only men of a certain age and class
Gender-neutral language (for example, chairperson rather than chairman)	Gender-biased language which denigrates women or men
Awareness of differential impacts of conflict on men, women, girls and boys, including a recognition of the complexity, and intersectionality of issues, e.g. paying attention to the diversity of groups within a group, e.g. refugee women, female combatants, female child soldiers, survivors of sexual violence	Lack of awareness of gender dynamics, i.e. limited awareness of how conflict, post-conflict and fragile situations have different impacts on men, women, girls, and boys of different classes and social situations
Fairness in approach to issue, no moralizing, i.e. not judging, no prejudice, no ridicule, and no placing of blame	Biased coverage of issue Moralizing for instance being judgmental Open prejudice for instance by stating women have weaker leadership skills for being women. Ridicule Placing blame for instance on rape survivors for what they were wearing at the time of the assault
Challenges stereotypes	Reproduces and reinforces stereotypes
Gender-disaggregated data, i.e. information or data will be broken down into specific units that account for the experiences, roles, and perspectives of women, men, girls and boys	Aggregated data, i.e. data regarding men, women, boys and girls will be combined or lumped together in the analysis such that it is hard to identify the experiences of men, women, girls and boys

Source: African Union and UN Women (2015) Handbook for Reporters on Women, Peace, and Security (Pages 38-39)

Gender-responsive reporting must thus go further and extend the breadth and depth of the story and understand the differential impact of the story on men and women. Gender-responsive reporting will ensure that women are portrayed in the media, in a balanced and fair manner.

Gender and conflict-sensitive journalism serve as a tool for journalists and others who strive to understand conflicts in a broader context. When reporting on conflict, it is important to ensure that there is a gender balance of sources, voices, and perspectives. Additionally, reporters should use simple, accessible, and, gender-sensitive language, and should ensure that their language does not belittle either men or women. Gender-sensitive stories are those that demonstrate an awareness of the differential impact of conflict on boys, girls, women, and men.

Finally, journalists should also explore more deeply the causes of violence against women during conflicts as well as the effects of women's participation in peace negotiations in the security sector and the executive, the legislature, and the judiciary. Thus a gender-sensitive approach is necessary for sustainable peacebuilding and for advancing women's rights and equality.



THE STRUCTURAL WORKING CONDITIONS IN TRANSITIONAL SOCIETIES

The EC Handbook on working in transition situations defines transition as a process including stabilization, societal transformation, institution building, and consolidation of reforms. In that, often, situations of transition include situations of conflict and fragility.

Generally speaking, journalistic performance and culture are to be determined by several interrelated factors, such as journalistic work practices, role perceptions, ethical orientations, and, the structural working conditions of journalism (Neverla et al. 2015).

MeCoDEM (2017) report outlined: journalistic work practices, role perceptions, and ethical orientations of journalists reporting on democratization conflicts in three African countries (Egypt, Kenya, and South Africa) and in Serbia indicated that a strong intervening factor emerges within the

structural conditions of journalism outside and inside the media organization, possibly challenging journalistic ideals in practice.

Howard (2004, 2009, 2015) outlined how structural conditions impact journalistic roles and performance, the potential of conflict-sensitive reporting, and the overall role of journalism within democratization. Based on Kleinstuber (2005), the structural condition is understood as the totality of (formal and informal) orders and structures that characterize media and journalism in a certain space, most commonly, a country.

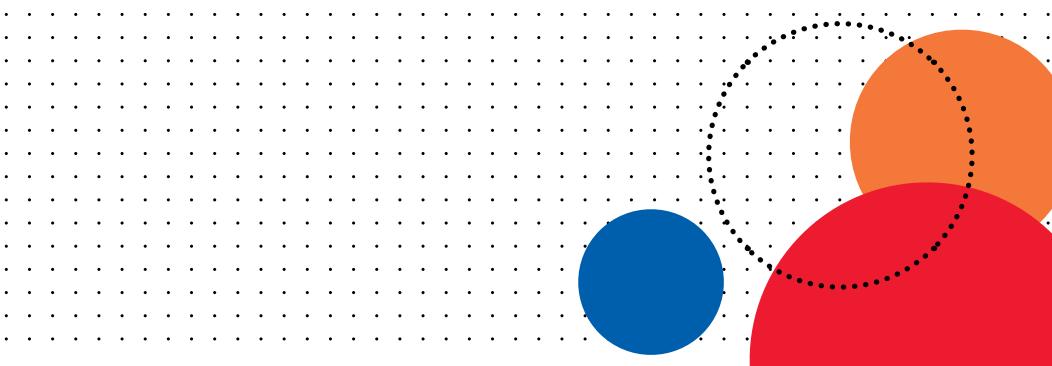
These structural conditions are established on four levels:

(1) The respective society in general,

(2) The media system,

(3) The professional field of journalism and

(4) The particular media organization



3

REVIEW OF THE MEDIA LANDSCAPE IN ETHIOPIA





THE LEGAL AND POLICY FRAMEWORK FOR FREEDOM OF EXPRESSION IN ETHIOPIA

While, the right to freedom of expression which encompasses the right to form and hold an opinion, is regarded as an essential element of private right, the right to freely express views: which is more of a public right, is considered by many as a cornerstone of democracy (UNESCO,2015).

Freedom of expression is set out as one of the fundamental rights in such multinational human rights instruments like the Universal Declaration of Human Rights (UDHR)³⁸, the International Covenant on Civil and Political Rights (ICCPR)³⁹, and the African Charter on Human and Peoples' Rights (the African Charter)⁴⁰.

- 38 Though the UDHR, as a UN General Assembly Resolution, is not directly legally binding on State Parties, many of its provisions are widely accepted as a customary international law. However, as per Article 13 of the FDRE Constitution, the fundamental rights and freedoms recognized under Chapter Three of the FDRE Constitution shall be interpreted in a manner conforming to the principles of the UDHR and the two human rights covenants adopted by Ethiopia.
- 39 Article 19 of the ICCPR, which Ethiopia ratified on June 1993, impose legal obligation on State Parties. The article elaborates the same article of UDHR by stating "everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive orally, in writing or in print, in the form of art or through any other media of his choice."
- 40 Article 9 of the African Charter guaranteed the right in a more restrictive manner as the right to express and disseminate one's opinion is to be entertained 'within the law'.

Among relevant international standards on the right to freedom Article 19 of the UDHR guarantees the right to freedom of expression. Similarly, the ICCPR, which Ethiopia ratified in 1993, imposes formal legal obligations on State Parties to respect its provisions and elaborates many of the rights included in the UDHR.

ACHPR, which Ethiopia ratified in 1998 also, has linkages with the right to freedom of expression. Besides, a declaration adopted by the African Commission on Human and Peoples' Rights (ACHPR) further classifies freedom of expression as an 'indispensable component of democracy'.

The Declaration of Principles of Freedom of Expression in Africa adopted by the African Commission on Human and Peoples' Rights on its 32nd Ordinary Session held at the capital city of Gambia Banjul in 2002; reaffirms the fundamental importance of freedom of expression and information as an individual human right, as a cornerstone of democracy and as a means of ensuring respect for all human rights and freedom.

These instruments guarantee an individual's freedom to hold his/her own opinion and expression and to seek, receive and impart information and ideas of any kind regardless of frontiers.

The FDRE's Constitution: Freedom of expression was stipulated in the 1995 FDRE Constitution, which is the supreme law of the land. The FDRE constitution also stated that all international agreements ratified by Ethiopia are an integral part of the law of the land.



Article 29 (2) of the FDRE's constitution, which deals with the Right of Thought, Opinion, and Expression, stipulates that:

Everyone has the right to freedom of expression without any interference. This right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or print, in the form of art, or through any media of his choice.

The Ethiopian constitution further guarantees the freedom of the press and other mass media and the freedom of artistic creativity. It specifically indicates that freedom of the press shall specifically include the prohibition of any form of censorship and shall ensure access to information of public interest. It further states that the public media which is financed by the government shall entertain diverse ideas in the expression of opinion.

As Puppi (2011) pronounces, it should be noted that freedom of expression is not an absolute right as such, and it can be restricted to protect the rights of others. However, defined strictly the scope of restrictions and application by courts has been the recognized norms of observance.

Similarly, the FDRE's constitution indicates that these rights can be restricted to protect the well-being of the youth and the honor and reputation of individuals. In the same disposition,



Article 29 (6) of the FDRE's Constitution provides for the grounds of limitation to the right of freedom of expression in the following terms: "These rights can be limited only through laws which are guided by the principle that freedom of expression and information cannot be limited on account of the content or effect of the point of view expressed."

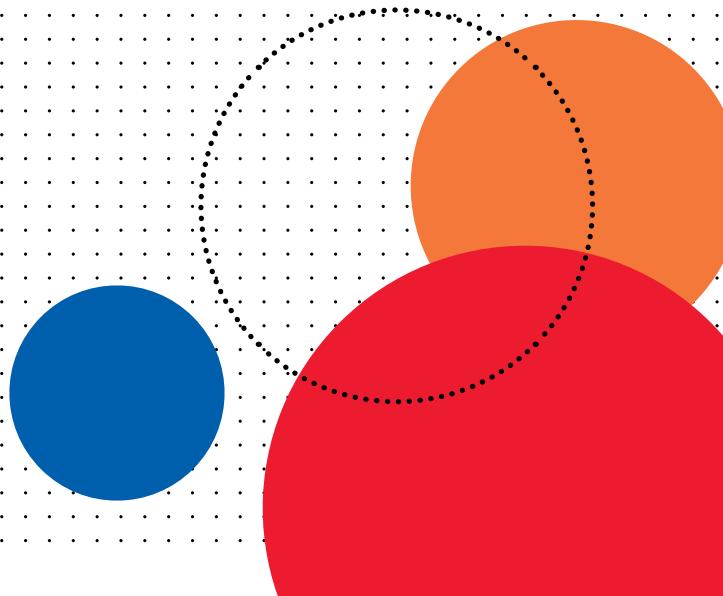
The ICCPR also under Article 19(3) provides grounds for limitation of the rights such as the rights and reputations of others, protection of national security or public order, or public health or morals. Legal limitations can be put in place to protect the well-being of the youth and the honor and reputation of individuals. Any propaganda for war as well as the public expression of opinion intended to injure human dignity shall be prohibited by law.

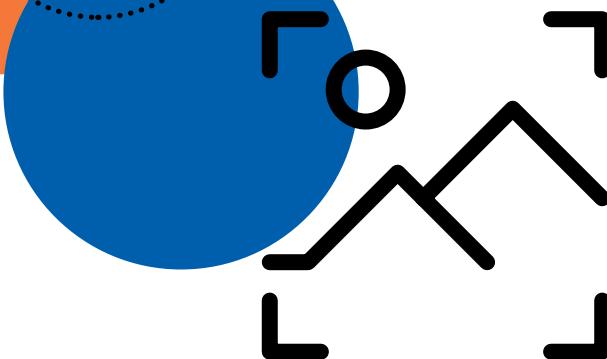
The recently enacted Media Proclamation (Proclamation No. 1238/2021) highlights the importance to enact a law to entertain the situation of the significance of freedom of expression and the media in ensuring respect for fundamental rights and freedoms guaranteed by the Constitution, and aware that the media plays an irreplaceable role for the success of efforts towards building a democratic system in Ethiopia.

The proclamation reiterates that ensuring the expansion of media services that are accessible and of high quality enables the creation of an informed society, which is key to accelerating sustainable and holistic political, social and

economic development. While emphasized, it understood the need to have a legal framework and system that ensure the media operate responsibly by respecting the public peace, security, and competing rights and interests.

The mass media policy (under its basic principles sections) restated: the mass media has a pivotal role in progressing towards the development of a unified economic and political society, ensuring sustainable peace and advancement of democratic culture and institutions. The mass media policy also reiterates that, as a service-giving entity, mass media in Ethiopia should play a key role in the peace, development, and democratization process of the country, by ensuring diversity, strengthening unity, and contributing to the creation of a well-informed society.





THE ETHIOPIAN MEDIA LANDSCAPE

The dissemination of information in Ethiopia is facilitated through diverse channels of communication. TV, radio, and digital media are the dominant channels while print media holds a minimal share (Internews, 2021).

For a long time, Ethiopia was ranked among the worst countries globally for media freedom as its leaders were accused of systematic harassment and silencing of opposing voices. Ethiopia, being in the lowest rankings of press freedom indices for more than two decades in a row. As a result, the country has been labeled as one of the most hostile territories for journalists in the world until 2018 (Freedom House, 2019).

However, following reforms that started in 2018, the government began to open up the media space by releasing journalists and bloggers from prison, unblocking hundreds of jammed news websites, and facilitating media law reforms.

Due to these reforms, Ethiopia has improved its ranking in the World Press Freedom Index published by Reporters Without Borders (RSF).

According to RSF, with the commitment to reforms, Ethiopia jumped 40 places from 150 to 110 out of 180 countries in the 2019 World Press Freedom Index - the biggest improvement by any country. In 2020, it moved further up to the 99th spot on the index.⁴¹

Nevertheless, as remarked by a notable media researcher and an academician in the sector ⁴²: this pace of enthusiasm by the Ethiopian government to reform and liberalize the media has not kept up its vigor as in the earlier two years (JAMLAB, 05 NOV 2021).

As to the above media researcher, the explanations behind this change of stance attributed to two reasons: the conflict [between the government and forces in the country's northern Tigray region], and the overall political situation in the country.

The researcher further asserted that “the situation is not that much compatible to the people and the international and national pressure on the government is increasing” and concluded: “...all these things have changed the interest and the commitment of the government to liberalize the media,” (JAMLAB, 05 NOV 2021).

Besides, as evidenced by Fojo Media Institute (2019) “Media reform is not about reforming the laws. It is about reforming the heart of the culture of journalism as well as the relation between media, government, civil society, and international stakeholders.”

41 <https://rsf.org/en/ranking>

42 Mulatu Alemayehu Moges (PhD) Assistant Professor Journalism and Communication, Addis Ababa University School of Journalism and Communication..

Regulatory Organ

Established as an autonomous federal government agency having its legal personality, the EMA is accountable to the House of Peoples' Representatives of the Federal Democratic Republic of Ethiopia. The EMA replaced the Ethiopian Broadcasting Authority (EBA), which had served for a little more than a decade (Federal Negarit Gazette No. 22, 5th April 2021).

According to article 5, sub-article 1, of Proclamation No 1238/2021 EMA is responsible for creating enabling environment to fully enforce the rights of freedom of expression and the media. Furthermore, regarding the objectives of the Authority, the proclamation states that regulation of the broadcasting media is meant to ensure their operation per the law, and provision of proper support to strengthen media self-regulation.

Performing consent based capacity building activities including technical and financial support, issuing a detailed code of conduct ensuring the self-regulation structure of the media; providing proper support to strengthen the organizational structure and operation of media self-regulation mechanisms; have also been among the power and duties bestowed to the Authority (Article 6, sub-article 11-14).

Proclamation No. 1238/2021, was espoused as liberal legislation and the adoption of the new media law was viewed as a step forward. The legislation is stated to be "broadly inspired by the most solid media laws on the African continent, such as South Africa and Kenya" (IMS, 2021).

The newly enacted media proclamation is described to have these distinct improved features. "The independence of the regulatory body; self-regulatory mechanism; media

ownership rules, registration, and licensing requirements and procedures; the rights and obligations of the media; and administrative and legal measures for violations of the law and content standards" have been among the major amendments demonstrated within the new law (IMS, 2021).

The new legislation set up institutional restructuring; made due consideration to technological development and changes; and tries to strike a balance between the freedom and autonomy of the media on the one hand and their obligations and responsibilities on the other hand (IMS, 2021).

As to the proclamation, media organizations are expected to discharge their legal duty responsibly with high ethical standards and professionalism. They are expected to encourage a free flow of ideas, entertain diversity of views and contribute to strengthening dialogue among the public.

It also prescribed that the media should be free from governmental, political, or economic influence, and influence of those in control of the material and infrastructure resources essential for the production and dissemination of its publications and services. Regulation of the content of broadcast material should only be conducted to ensure that the media operates with responsibility by respecting public peace and security, working with impartiality, to protect the public from harm and consumers from misleading advertisements and unfair trade competition.

As per Article 31 Sub Article (2), any broadcasting service licensee shall abide by the code of conduct, and broadcast programs that provide information, education, and entertainment that reflect and accommodate the plurality, need, and values of the different sections of the society.

It renders a broadcast service that contributes to the country's political, social, and economic development and creates shared national values on constitutional issues and other matters of public interest in gathering and presenting news and information accurately and impartially.

Upon handling discussions of controversial or contentious issues of public interest, making reasonable efforts to entertain different views on the issues, either in the same program or in other programs; and ensuring the general content of broadcasting services promote a society that is democratic, self-reliant, well-informed, open-minded, scientific, creative, tolerant and reflective of national priorities, experiences and aspirations" were stated as obligations of a Broadcasting Service Licensee.

The proclamation further reiterates that, "any program or news transmitted through broadcasting service shall not: violate the right to privacy of everyone subject to the requirements of the public interest; offend human dignity; cause actual harm, or encourage behavior which is harmful to health or safety; incite crime or disturbance of peace and security; and incite hatred or contempt on grounds of race, language, national or ethnic origin, color, religion, gender, age, mental or physical disability.

Protecting the well-being of minors, ensuring that any religious programs give due respect to all belief systems and protecting the basic human rights to religious freedom, and prohibition of any religious program that could incite religious hatred or undermine any religion or belief of others, and provoke religious intolerance."



"Anti-Hate Speech Law" (Proclamation No. 1185 /2020) In its most comprehensive report on the issue, published in September 2020, the UN's Plan of Action on Hate Speech defined it as "any kind of communication in speech, writing or behavior that attacks or uses pejorative or discriminatory language with reference to a person or a group based on their identities, in other words, based on their religion, ethnicity, nationality, race, color, descent, gender or other identity factors," (United Nations, 2019).

The recently codified Hate Speech and Disinformation Prevention and Suppression



Proclamation No.1185 /2020 article (2-3) respectively defines, "hate speech" as "speech that deliberately promotes hatred, discrimination or attack against a person or a discernable group of identity, based on ethnicity, religion, race, gender or disability while "Disinformation" as a speech that is false, is disseminated by a person who knew or should reasonably have known the falsity of the information and is highly likely to cause a public disturbance, riot, violence or conflict."

The Ethiopian Media Council's code of ethics also dictates that, as part and parcel of their social responsibility, journalists and the media have a very special responsibility to promote common peace and friendship. It also pronounced that news, opinions, or facts relating to disputes over peoples, nationalities, or religions, should be provided, if properly verified, to focus on the solution of the relations, friendship, and peace of the people.

Generally, in the case of disputes or conflicts between people, avoiding the usage of provocative and sensitive topics, and refraining from publishing or posting pictures and images that portray the bodies of mass media or other terror or provocative people should be followed when reporting news of terrorist attacks or civilian casualties or natural disasters.

The ethics that media editors should follow have to ensure that information from the media are free from discrimination, immorality, racism, and violence. It also guarantees that issues from the media are distinguished from opinion; only verified by facts and facts, and principles outlined in this code of practice to be applied and expanded within their organizations.

The EMC is an institution in charge of the operationalization of media self-regulation in the country. It was established in January 2016 after a decade-long joint endeavor by media professionals, associations, and international partners, as quoted in MERSA Media Institute (2021; UN (2016).⁴³

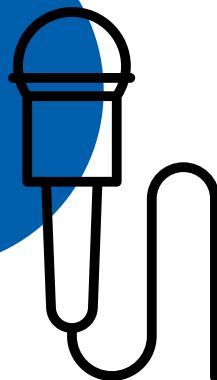
However, the EMC was unable to become operational for several reasons including registration problems, and internal conflicts with journalists and media owners on how to

43 The United Nations hosts historic Ethiopian Media Council establishment conference.

balance the power and financial contributions of members. As is the case with other self-regulatory bodies, the EMC set out to provide industry-wide accountability and ethical practice through voluntary self-regulation.

The main mandates of a self-regulatory body include accepting complaints; serving as a mediator between the complainant and the media; taking decisions on complaints based on the code of ethics, rules, and regulations with fairness; singling out media that breaches ethics guidelines; analyzing and commenting on media trends and providing guidance on the code's requirements; setting journalistic professional standards; and defending press freedom (Ogolian Zlate, 2008).

Self-regulatory bodies establish minimum principles of professional ethics and standards by setting out the appropriate codes of behavior for the media and establishing mechanisms to ensure that media institutions and journalists are held accountable (Puddephatt, 2011).



CONFFLICT-SENSITIVE REPORTING ISSUES

Despite their different nature, the media could not operate in a vacuum, as they are direct manifestations of the elite's polarity and fragmentation in the core social forces. hence A media system that exists elsewhere is somehow a reflection of the existing political system. The media in Ethiopia are no exception. As ascertained by Dominick (2005), the media system that exists in a country is directly related to the political system in that country. The political system also determines the exact relationship between the media and the government.

Likewise, the media in the Ethiopian context cannot stand in isolation. Thus, as a replica of the existing political system, the Ethiopian media is ethnically dominated with a clear display of the recurrent prevailing political discourse, polarization, and fragmentation. MERSA Media Institute (2021) confirms that the [Ethiopian] media is a mirror image of society, evolving into fragmentations along fault lines. Of which, lingo-cultural cleavages are crucial in dividing society.

A recent study on the “Ethnification of the Ethiopian Media” described the media context in the country as “deeply disconcerting” (Terje Skjerdal and Mulatu Alemayehu, 2020). Sampled on 10 media organizations, the study findings indicated that etherification has been a major problem of the Ethiopian media and indicated that most of the media in Ethiopia is affected by this problem of Ethnification.

To quote directly from Terje Skjerdal and Mulatu Alemayehu (2020):

The press situation in the country is deeply disconcerting. The reason for this is that the media landscape is as polarized as never before and that parts of the media are being blamed for playing a pivotal role in the turbulence which has erupted in various parts of the country since 2019. The suspicion of many people is that the media are being exploited to propagate an ethnic agenda.

Indeed, there is a marked shift in the media's trend from what was once mainly defined by either acting as an instrument of power or its adversarial relationship with the state. It is now weaponized by the various social and political forces that are nationalist in their contentions for political power. The media is increasingly a tool for “annihilation” and “othering,” as Terje and Mulatu noted.

In an interview held with JAMLAB, (05 NOV 2021), Mulatu Alemayehu testified that ethnicity appeared to be a severe problem in the Ethiopian media. He further stressed, stories are reported corresponding to the ethnic group favoring that particular media.

The fact that the country's media is polarized and ethnically segmented often made it have an inflammatory role. At times, it could even exacerbate the already fragile political situation and intensify ethnic conflicts, instead of playing bridging and liaising roles.

In the current Ethiopian context, partially, the failure of the mainstream media in being proactive and providing creditable, and balanced reporting, notably related to conflict-sensitive reporting issues, rendering peace and peace-building media services has granted the chance of exerting much influence for the alternative media. Unfortunately, the alternative media did not seem to be capitalizing on this reality. The role of social media in disseminating conflict-sensitive reporting and promoting peace in Ethiopia has been bottlenecked too. Though somehow sizeable members of the public followed the social media pieces to make sense of the unfolding context, it was more of an arena where highly partisan individuals and groups pushed their respective narratives.

Many conflicts or transitional environments constitute a disabling, rather than enabling, environment for independent media to flourish, official and unofficial sources often refuse or are afraid to talk to journalists, unions and associations; if existent, are usually weak and the regulatory and legislative environments are more punitive than supportive of freedom of expression and freedom of the press (UNDP, 2017).

Partly, in line with the above assertion by the UNDP, the role played by the media for peacebuilding during this particular transition period in Ethiopia has had pitfalls and hurdles.

Although, free flow of information⁴⁴ is one basic pillar

⁴⁴ Access to information is stated to cover: "how easily citizens can gain access to information, whether the media is free and independent, as well as the extent to which citizens are informed and engaged in the political process."(IEP, 2011).

among the eight “pillars of peace⁴⁵; access to information in general, and the right to seek, obtain, receive and hold information and those relating to conflict, peace and security, human right and related issues, in particular, have had many constraints (IEP, 2011).

Access to information (getting the appropriate information timely) has been bottlenecked to a significant level. Limited or constrained access to government authorities; together with the low willingness of relevant or authorized sources to cooperate (such as government /public officials), and more pronounced with the established culture of secrecy also contributed to the widely un-substantiated speculation, wrongful assertions, etc.

This challenge related to access to information is even acknowledged by the Mass Media Policy of FDRE. As part of the process for the development of the mass media policy, a nationwide study conducted targeted identifying main sector problems and spotting fundamental issues for future actions. The findings of this study revealed that constraints and lack of access to information were one of the challenges that the Ethiopian media faced. Thus, without having proper access to information citizens can not gain easier access to information, be it of a generic type generally, or those related to conflicts, particularly (The FDRE's Mass Media Policy, 2020).

The fact that violence was unleashed in many parts of the country in the last few years obliged necessitates the need for conflict-sensitive reporting in the media like never before. The scale of violence even compelled the premier to admit before parliament, that no less than 130 deadly conflicts have occurred since he came into office in 2018. As cited in

45 Pillars of peace is a holistic framework developed by The Institute for Economics and Peace.

MERSA Media Institute (2021), however, the Armed Conflict Location and Event Data Project (ACLED) reported the number of deadly incidents to be more than 250 only in the year 2020. Besides the security predicaments, the disentanglement on the political front has posed challenges to the media relating to conflict-sensitive reporting.

Diversity, Inclusiveness, and Gender in the Ethiopian Media:

The extent of the media's ownership (whether it is pluralistic or concentrated in a few hands) have been among the factors that contributed to the low vibrancy of the sector and the media landscape, and consequentially to the low public awareness and turn to less sensitivity to conflict issues as well. The Ethiopian media landscape continues to be urban-centered, and issues of the rural areas – nearly 80% of the population – may not be the focus of the media (UNESCO, 2019).

A briefing note by IMS released last year revealed that the media industries across the globe, suffer from a significant gender pay gap and gender-based discrimination and harassment. Women are underrepresented in media professions in some contexts, which is particularly a challenge to be evident at the decision-making level. This is aggravated by inequalities in newsrooms and society - which is increasingly mirrored in media content wherein women and men are often framed in stereotypical ways (IMS, 2021).

Similarly, research in Ethiopia also commonly found that gender representation in the Ethiopian media has not been proportional. Even though a few women journalists are leading some media institutions, the engagement of women in

the media is still very low. Studies regarding how their voices have been heard in the media have also shown similar results (Internews, 2021).

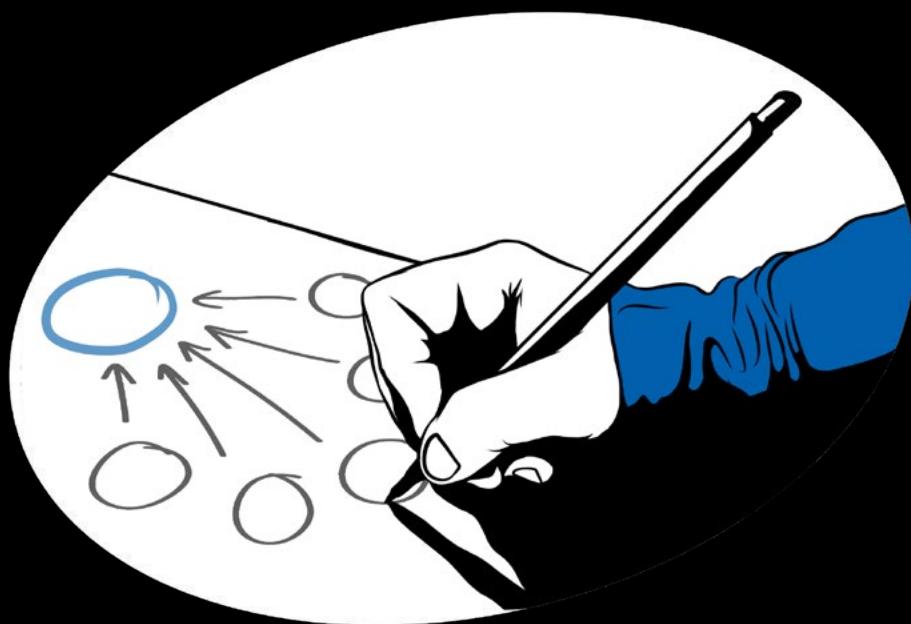
However, a joint Fojo Media Institute and International Media Support (2021) research conducted in Ethiopia confirmed an upward trend in the number of women journalists working in newsrooms. The study found that over 30% of the journalists employed in the seven surveyed media houses are women. Although Women are disproportionately represented in managerial (15%) and editorial decision-making positions (26%) compared to men.

Even though females represent a proportional number of the population, being victims of the country's socio-economics and politics, their issues have not been adequately brought to light in the media. According to a study by UNESCO, this might be due to journalists' lack of understanding of issues of gender and inclusiveness (UNESCO, 2019).

Nevertheless, the deep-rooted and cementing of patriarchy as a system, the prevalence of negative perceptions of the equality and freedom of women, and the subordinated position and low status of women could have contributed their share for not bringing gender issues as is expected of the media.

4

CONCLUSION AND RECOMMENDATION





CONCLUSION

Conflict is endemic to human societies and it is characteristic of human existence. Conflict arises when people hold incompatible needs, interests, desires, and objectives.

Media play an important role in either promoting conflict or peace. It can play a phenomenal role in conflicts by fanning it or helping to escalate it, managing it through good reporting, and to solutions that bring about peaceful outcomes.

The media's role in conflict can take two different and opposing forms. Either the media takes an active part in the conflict and has responsibility for increased violence, or stays independent and out of the conflict, thereby contributing to the resolution of conflict and alleviation of violence.

The media can be used or abused, depending on the interests of those who own and control it, as well as the nature and effectiveness of the regulatory framework in place. All media engagements and activities by journalists anywhere in general, and in fragile and conflict-affected settings in particular must be conflict-sensitive.

Accordingly, conflict-sensitive reporting is adopting a conflict-sensitive approach to the gathering and presentation of news. It also means finding ways to tell conflict-sensitive stories engagingly and compellingly. Conflict-sensitive reporting

is becoming conscious of how media reporting on conflict can have a negative impact. Consequentially, media need to understand what conscious and unconscious role it plays in its routine work reducing or at times aggravating conflicts.

Conflict-sensitive reporting grants the leverage to report conflicts professionally without fueling the flames of conflict. Conflict-sensitive reporting can help neutralize conflict by providing the public with full, reliable, and non-partisan information while giving voice to those suffering from brutal conflicts.

A conflict-sensitive journalist takes no side but is engaged in the search for solutions. Conflict-sensitive journalists choose their words carefully and try to be as objective as possible. However, such skills can be attained only via the acquisition and familiarity with conceptual frameworks and tools related to conflict and conflict analysis. Since conflict has a gender dimension, the media should engage in gender-responsive reporting too. It accords women's agency and highlights what they offer towards resolving conflicts and contributing to peace.

However, both conflict-sensitive reporting and gender-responsive reporting of conflicts are to be informed by various interrelated elements. Such as journalistic work practices, role perceptions, ethical orientations, and structural working conditions of journalism. The structural conditions are established in four levels. These are the societal level in general, the media system, the professional field of journalism, and particular media organization levels. The media always face a considerable challenge in trying to cover conflict. The media must have the ability to operate freely and without threat and with the capacity to report on all aspects of the conflict. The sense of professionalism among journalists, particularly

in conflict-sensitive reporting is fundamental. Whether the media itself is partisan or not; be it by choice, funding, or as a result of intimidation is also a key.

In coming to the media landscape of Ethiopia, the country's independent media are generally small in size and coverage compared to government-operated outlets. Ethiopia has been described as a media-unfriendly country for more than two decades in a row and ranked among the worst countries globally for media freedom.

However, following reforms started in 2018, the government began to open up the media space and has shown some improvements in its ranking in the World Press Freedom Index. According to RSF, with the commitment to reforms, Ethiopia jumped 40 places from 150 to 110 out of 180 countries in 2019 (the biggest improvement by any country) and it moved further up to the 99th spot in 2020. On the other hand, this pace of enthusiasm by the Ethiopian government to reform and liberalize the media has not kept up its vigor over the last two years.

Established as an autonomous federal government agency, the EMA is the regulatory organ for media in Ethiopia. Having its legal personality, EMA is accountable to the House of Peoples' Representatives of the Federal Democratic Republic of Ethiopia. EMA replaced the erstwhile Ethiopian Broadcasting Authority (EBA).

Highlighting conflict-sensitivity reporting issues in the current Ethiopian media context, the study manifests the elite's polarization and fragmentation in the core social forces. Since a media system that exists elsewhere is somehow a reflection of the existing political system. Thus, as a reflection of the existing political system, the media is more ethnically dominated with a clear display of the recurrent prevailing

political discourse, polarization, and fragmentation. It also displays evolving into fragmentations along fault lines of many shades; such as lingo-cultural cleavages and others. To be more specific and use the expression of two media scholars “Ethinification of the Ethiopian media,” has been a major problem.

The media in Ethiopia can contribute to conflict management and peace-building by being conflict-sensitive in reporting and all other engagements. However, the fact that the country’s media is polarized and ethnically segmented often made it play an inflammatory role during conflicts.

The disentanglement on the political front has posed challenges to the media relating to conflict-sensitive reporting. Members of the public are at the mercy of social media tidbits to make sense of the unfolding, where highly partisan individuals and groups drive their respective narratives. The fact that violence was unleashed in many parts of the country in the last few years necessitated the need for conflict-sensitive reporting in the media like never before. However, let alone convey timely conflict-sensitive reporting: Ethiopia’s mainstream media falls short of its mission of giving timely and accurate information without fear or favor.

In current Ethiopia, partially, the failure of the mainstream media in being proactive and grant creditable, and balanced reporting, notably related to conflict-sensitive reporting issues has granted the chance of exerting much influence for the alternative media. Unfortunately, the alternative media did not seem to be capitalizing on this reality. The role of social media in disseminating conflict-sensitive reporting and promoting peace, in Ethiopia has been bottlenecked too. Though quite sizeable members of the public followed the social media pieces to make sense of the unfolding context, it was more of an arena where highly partisan individuals and groups pushed their respective narratives.

RECOMMENDATIONS

- ➔ Media operating in Ethiopia (both working for national, regional, local and international media should consider either developing or adopting guidelines about how to cover conflicts, including such issues as embedding conflict-sensitive reporting.
- ➔ Media houses and journalists should improve a commitment to conflict-sensitive reporting and professionalism, play a positive role in conflicts, and win public trust and support.
- ➔ Regulatory organs, such as the EMA and relevant CSOs / NGOs, working in the media areas should also work on providing and strengthening capacity-building schemes giving special emphasis to conflict-sensitive reporting issues to the major media actors in Ethiopia.
- ➔ Regular and continuous capacity building tailored for the different newsrooms (per region, per media type, etc) should be provided. Media think tanks and CSOs should think about providing conflict-sensitive reporting guidelines/manuals, conduct trend analysis of the sector, and should provide guidance to selected media houses under their supervision, and an urgent need for media professionalism including accurate, objective, and reliable reporting of conflicts.
- ➔ The media should be aware of its instrumentality. In that, every coverage to be made by its outlets has its consequences. The media should recognize its responsibility for alleviating conflict by reporting accurately the activities and opinions of people from different sides of the conflict and being conflict-sensitive in its reporting, and its overall engagements.

- ➔ Media associations, journalism schools, and media houses should also work in availing of several capacity-building schemes in improving conflict-sensitive reporting methods and redress mechanisms.
- ➔ Media associations and media councils should embark on developing and adopting context-specific relevant conflict-sensitive reporting guidelines/manuals to be used in the Ethiopian context.
- ➔ As part of promoting journalistic professional standards and best practices, familiarization with conflict-sensitive reporting-CSR seems critical.
- ➔ Continuous media training and media monitoring are essential to ensure high ethical standards and balanced and fair reporting of conflicts. More specifically, training on conflict-sensitive reporting is needed; while giving a voice to all marginalized groups.
- ➔ Popularizing best practices and sharing conducting experiences about conflict-sensitive reporting should be considered.
- ➔ Conflict-sensitive reporting should also be mainstreamed across other reporting guidelines such as gender, ethnicity, environment, or other areas. It is not a good idea to treat it as a stand-alone area of reporting, procedure, or indicator, rather a holistic and more robust approach to CSR would be more appropriate for Ethiopian media.
- ➔ After all, the media houses in general and the journalists (editors and reporters) in particular should have a better conflict context understanding, identification of root causes of conflict, and should be capable of conducting

conflict analysis for their consumption and be endowed with post-conflict reconstruction training. The media should be aware of the present conflict context and should be skilled in how to wisely manage diversity and report conflicts cautiously and responsibly.

- ➔ Educating more journalists in the country about the dangers of ethnicization of the news media and unproductive fanning and flaming of conflict.
- ➔ The media organizations in Ethiopia should give emphasis and increase their sensitivity to conflict in the future, the need to prioritize conflict reporting and open conflict reporting units when necessary, and call media to recognize its indispensability in peace-building and conflict resolution activities.
- ➔ The media association and press councils should consider how best to establish a mechanism of self-regulation to respond to complaints about misleading reporting or lack of professionalism; mainly those related to conflict-sensitive reporting.
- ➔ Equal emphasis should also be given to improving collaboration and building bridges between the government regulatory body, the media, and the CSOs; and dialogues and round-table discussions on the role of media in conflict-sensitive reporting and peace-building both with the mainstream and other M media should also be conducted.
- ➔ The media and its associations and regulating bodies should work to have strong, effective regulatory bodies that are independent of government and business, and that can regulate the sector in the public interest.

REFERENCES

- ACCORD (2022). Conflict Trends 2021/4.The Interaction of Mass Media and Social Media in Fuelling Ethnic Violence in Ethiopia
- African Peacebuilding Network (APN). (2019). Conflict-Sensitive Journalism-A Practical Handbook for Journalists in Southern Africa Department of Communication, Faculty of Human Sciences, Namibia University of Science and Technology, Windhoek, Namibia/ Social Science Research Council.
- (2017). Conflict-Sensitive Coverage: A Manual for Journalists Reporting Conflict in West Africa.
- African Union and UN Women (2017). Handbook for Reporters on Women, Peace, and Security: Practicing Gender-Responsive Reporting in conflict-affected countries in Africa
- Anstey, M. (2008). Managing Change: Negotiating Conflict. Cape Town.
- Awedoba, A. K. 2009. An Ethnographic Study of Northern Ghanaian Conflicts. Towards Sustainable Peace Initiatives. Accra, Ghana: Sub-Saharan Publishers.
- Betz, M.(2012). Conflict Sensitive Journalism: Moving Towards a Holistic Framework.IMS.<https://www.mediasupport.org/publication/conflict-sensitive-journalism-moving-towards-a-holistic-framework/>

References

163

References

- Betz, M. (2019). Local News: A Shift to Hyperlocal? In International Media Development—Historical Perspectives and New Frontiers(pp. 181–190). Peter Lang. <https://www.peterlang.com/view/9781433151507/xhtml/chapter18.xhtml>
- Bläsi, B. (2004). Peace Journalism and the news production process. *Conflict & Communication Online*, 3(1), 12.
- Bratic, V. (2008). Examining Peace-Oriented Media in Areas of Violent Conflict. *International Communication Gazette*, 70(6), 487–503. <https://doi.org/10.1177/1748048508096397>
- Conflict Sensitivity Consortium. (2012). How to guide to conflict sensitivity. London: The Conflict Sensitivity Consortium. http://www.conflictsensitivity.org/sites/default/files/1/6602_HowToGuide_CSF_WEB_3.pdf
- Coronel, Sheila. (2003). “The Role of the Media in Deepening Democracy.” <http://unpan1.un.org/intradoc/groups/public/documents/un/unpan010194.pdf>.
- Du Toit, Peter (2012) Conflict Sensitive Reporting: A toolbox for journalists: Sol Plaatje Institute for Media Leadership, School of Journalism & Media Studies, Rhodes University, Grahamstown.
- (2020) Handbook: A Conflict Sensitive Approach to reporting on conflict, and violent extremism.
- Fabíola Ortiz dos Santos (2021) Peace Journalism: A Tool within Media Development? fome.info www.medas21.net. Dortmund, September 2021
- Forum Civil Peace Service (forumZFD) (2018) The Conflict-Sensitive Journalism Teaching Guide: Philosophy and Practice. First edition, 2018/Forum Ziviler Friedensdienst/ Forum Civil Peace Service (2018).The Conflict-Sensitive Journalism Teaching Guide: Philosophy and Practice

Freedom House. (2019). Freedom in the World 2019: Democracy in Retreat. Washington DC: Freedom House.

Galtung, Johann (1998) Constructive Approaches to Community and Political Conflict - High road, low road: charting the course for peace journalism, Track Two, Volume 7, Issue 4, Dec 1998.

Galtung, Johann (2002). "Peace Journalism-A Challenge." In Journalism and the New World Order, vol. 2, edited by Wilhelm Kempf and Heikki Luostarinen, 260–80. Gothenburg: Nordicom.

Hamelink, Cees J. (2008). "Media between Warmongers and Peacemakers." *Media, War & Conflict*, 1(1): 77–83.

Howard, Ross,(2004). Conflict-sensitive journalism. International Media Support (IMS) and Institute for Media, Policy and Civil Society (IMPACS),<http://www.mediasupport.org/wp-content/uploads/2012/11/ims-csjhandbook-2004.pdf>

(2009). Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators

(2012) Conflict sensitive journalism, International Media Support, Copenhagen,

International Media Support-IMS(2006) Voices of war: Conflict and the role of the media. REPORT For International Media Support By Andrew Puddephatt. Edited and published by International Media Support. April 2006.

(2008). Conflict-sensitive journalism. A handbook by Ross Howard Published by International Media Support.

(June 2021). Briefing note. Regulation, self-regulation, and co-regulation in media and gender equality. By Aimée Vega Montiel in collaboration with Emma Lygnerud Boberg.

- Isis International-Manila and Mindanaw Women Writers. (2007) “Engendering Peace Journalism: Keeping Communities Whole.” (http://www.isiswomen.org/index.php?option=com_content&view=article&id=816:engenderingpeace-journalism-keeping-communities%20whole&catid=136&Itemid=261)
- Jamlab (05 Nov2021) Ethiopian media ‘caught between a rock and a hard place.’ By Benon Oluka. Features | latest | Jamlab contributor | 05 nov 2021
- Kristin Skare Orgeret , William Tayeewba and NORDICOM (2016). Journalism in Conflict and Post-Conflict Conditions. Worldwide Perspectives
- Kvinna till Kvinna Foundation.(2015). Gender and Conflict Sensitive Journalism Handbook. Available online at: <http://kvinnatillkvinn.se/wpcontent/uploads/qbank/b7b70189b9698f6213f2799fb12925e2.pdf>
- MDI(2020). Assessment of Media development in Ethiopia, Based on UNESCO Guidelines. A draft report by Addis Ababa University and UNESCO. Addis Ababa: Unpublished document.
- Moges, M. A. (2017b) . Why Silence? Reporting Internal Conflict in Ethiopia. Doctoral Thesis Submitted for The Degree of Ph.D. Oslo, Norway.
- Lisa Schnellinger (2012). The Global Peace Convention 2012, convened in Atlanta, Georgia: while moderating the discussion on the “Role of the Media in Peace-building”
- Lynch, J. (2008). Modernization or participatory development: The emerging divide in journalist training for conflict-affected societies. *Global Change, Peace & Security*, 20(3), 291–304. <https://doi.org/10.1080/14781150802390475>

Lynch, J., & McGoldrick, A. (2012). Responses to peace journalism: Journalism, 14(8), 1041–1058. <https://doi.org/10.1177/1464884912464175>

Morna, Lowe Colleen, 2015. Whose News, Whose Views? Gender and Media Progress Study Southern Africa, Johannesburg: Gender Links.

Mare, A. (2019) Conflict-Sensitive Journalism: A Practical Handbook for Journalists in Southern Africa Editor Admire Mare. Department of Communication, Faculty of Human Sciences, Namibia University of Science and Technology, Windhoek, Namibia

McGoldrick, Annabel, and Jake Lynch. (2001). “What Is Peace Journalism?” Activate (From Headlines to Front Lines: Media and Peacebuilding) (Winter)

Media, Conflict, and Democratisation -MeCoDEM (2017) Judith Lohner, Irene Neverla, Sandra Banjac Structural working conditions of journalism in Egypt, Kenya, Serbia, and South Africa: Empirical findings from interviews with journalists reporting on democratization conflicts.

MERSA Media Institute (2021). Pathways to operationalize media self-regulation in Ethiopia: a sector-wide call for action to capitalize opportunities presented by the reform efforts. March 2021

Obijiofor, L., & Hanusch, F. (2011). Journalism across cultures: An introduction. Palgrave Macmillan.

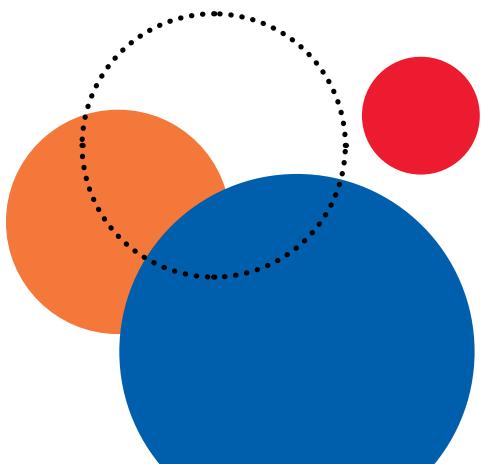
Parischa, Seema. (2015). “Role of Electronic Media in Conflict Resolution and Peace Building.” Open systems Journal 2(1): n.pag. <http://management.adrpublications.com/index.php/JoARJMC/article/view/93>

- Puddephatt, A. (2006) 'Voices of War: Conflict and the Role of the Media.' Available at: <http://www.mediasupport.org/wp-content/uploads/2012/11/ims-voices-of-war-2006.pdf>.
- (2011) The Importance of Self-Regulation of the Media in Upholding Freedom of Expression, vol. 9 (Brasilia: UNESCO Office Brasilia,
- Schnellinger. L, during the Global Peace Convention 2012, convened in Atlanta, Georgia; while moderating the discussion on the: "Role of the Media in Peace-building"
- Sjoberg, Laure. (2006). "Gender Realities of the Immunity Principle: Why Gender Analysis Needs Feminism." International Studies Quarterly 50: 889–910.
- Stremlau, N. (2011). The press and the political restructuring of Ethiopia. Journal of Eastern African Studies, 5 (4), 716-732
- Terje Skjerdal and Mulatu Alemayehu Moges (2020). The ethnicification of the Ethiopian media: A research report. Addis Ababa, November 2020
- United Nations UN (2022) Good Practice Note UN Sustainable Development Group Guidance Note on Conflict Sensitivity, Peacebuilding, and Sustaining Peace.
- United Nations Development Programme -UNDP (2017). Thematic Study Report. Conflict Sensitivity: Experiences from UNDP's Local & Community Development Practice
- United Nations Educational Science and Cultural Organization-UNESCO (2019). https://en.unesco.org/sites/default/files/rapid_assessment_of_ethiopian_media_during_the_transntion_period.pdf

UN Women (2015). Preventing Conflict, Transforming Justice, Securing the Peace: A Global Study on the Implementation of United Nations Security Council resolution 1325 (2015), New York: United Nations. Available at <http://www2.unwomen.org/media/files/un%20women/wps/highlights/unw-global-study-13252015.pdf?v=1&d=20160323T192435>

Yiping, Cai. 2012. "Revisiting Peace Journalism with a Gender Lens." http://www.isiswomen.org/index.php?option=com_content&view=article&id=1505:revisiting-peace-journalism-with-a-genderlen&catid=22&Itemid=229

Youngblood, S. (2020). The peace journalism approach. In Peace Journalism in East Africa: A Manual for Media Practitioners(Ogenga, Fredrick, pp. 6–14). Routledge. <https://doi.org/10.4324/9780429285844-2>





This project is generously financed by



For More Info

Email: info@cardeth.org

Website: www.cardeth.org

Phone: +251 116-671 657

Addis Ababa, Ethiopia