

## Project Update: September 2016

### Let us make our voice heard on black crowned crane conservation in Ethiopia

I am happy to share my success in the conservation of black crowned cranes in Chora boter district of Jimma zone, the case of Ethiopia. Thanks to Rufford Foundation, I was able to enhance the conservation of black crowned crane through workshop and training as well as mass media's. I am conducting various outreach activities to overcome the threats of black crowned cranes in the last couples of months in Chora boter district. Based on the study findings, several training and workshop were conducted at different levels in order to tackle the threats of Black Crowned cranes.

Conservation of black crowned cranes needs strong collaboration and common consensus of the stakeholders. Starting from the beginning, I went to talk with public to hear my sound to know about the black crowned crane threats and possible mechanisms for its conservation and raise public awareness to protect the species from threats. Various activities were conducted out of this project. For instance, the conservation guideline of black crowned cranes were presented and shared for the stakeholders and mass media, training and workshop was conducted; population dynamics of the species is on progress. The project activities were transmitted through national mass media. Documentary video of the mass media, transmitted on Southern Television and Ethiopian Broadcasting Corporation Television on September 7th and 8th 2016 respectively can be assessed on this link (<https://www.youtube.com/watch?v=-zOA3IGcURU>).



Figure 1: Mass media coverage on Black Crowned crane conservation (September 7 and 8, 2016)

On August 3rd 2016, we depart from Jimma University to Chora boter district along four mass media correspondents (Mr Beyene Tadessa (Oromia Television); Mr Serawit Shallo (Southern Television); Mr Taddese Abate (Southern Television) and Mr Takele Gemechu (Ethiopian Television) to conduct short interview with the stakeholders concerning the ongoing project 'Enhancing the conservation of the Vulnerable black crowned cranes in Choraboter district of Jimma Zone. The case of Ethiopia'. After short interviews with district administration (Mr.

Degefa Gelana) about the conservation campaign of black crowned cranes, I took the media correspondents to Chalaleki wetland to capture the landscape and birds for broadcasting.

Mass media campaigns are among the basic tools used to influence the public opinion on conservation issues in Ethiopia. It is the most influential tools for mass awareness for conservation. From the existing mass media, Television is one of the tool often used to enhance the understanding of the public attitudes and behaviour towards conservation. The need and action message for the conservations of black crowned crane was transmitted through Ethiopian Broadcasting Corporation, Southern TV (11258 H 27500) and Ethiopian Broadcasting Corporation TV (10758 V 27500). My conservation message is delivered to all Ethiopian Broadcasting Corporation followers both in country and outside Ethiopia through Satellite transmissions. I expect more than 80 million people understand about the black crowned cranes and its conservation concern. My speech is focused on the project activities which were accomplished and future plans for sustainable conservation.



Figure 2: Journalist on the top of Chalaleki wetland (Mr. Tadesse Abate on left; Mr. Serawit Shallo middle and Mr. Beyene Tadessa on the left on August 3, 2016)



Figure 3: Journalist capturing the surrounding landscape after interview with the project investigator