

Project Update: July 2017

Media Coverage on Black Crowned Crane Conservation

We have been conducting amazing conservation outreach activities in order to bring the issues of black crowned crane conservation for the public at large by using government mass media (radio) and we've even able to create stakeholders forum at Jimma University and Seka chekorsa town to discuss on the conservation of black crowned crane. Mass media is a key sector in creating awareness and disseminating information for the public within a short period of times for several millions of people. Mass media is a strong tool to reach a several millions of people to aware the issues of conservation. Species conservation never solved by one expert or teams but it requires the support and participation of the mass communities, national and international collaborations. The rural communities in developing countries particularly in Ethiopia, majority of our people get their information through government media (national and local radio).

On June 29th 2017, I was interviewed by Jimma FM Radio Journalist, Mr Muktar Taha, for 1 hour. I conducted a detailed interview on the urgent need to conserve black crowned crane and its habitat, particularly on wetland. The FM Radio, transmitted the first part of our interview on Friday June 30th 2017 from 11:20 -11:33 AM and the second part on Friday July 14th 2017 from 11:16-11:37 AM. Through this medium we addressed our message on the urgent need to conserve black crowned crane and its habitat to more than 5,000,000 people for a total of 43 minutes. During the interview I briefly introduced the advantages of using various approaches (bottom-up and top-down approaches) to tackle the conservation challenges in our region. During the interview various questions were raised by the journalist and I responded with detailed additional information from our findings and scientific literature. Our interview was focused on the following points.

- The character of the black crowned crane and habitat preferences (Figure 1).
- Geographical distributions of black crowned crane both in Africa and at a country level.
- Threats to black crowned crane in Jimma zone.
- Wetland destruction and loss and its impact on black crowned crane and other species.
- The role of wetland ecosystem was briefly introduced to the audience, including as source water for human beings and other creatures, for flood control, to regulate climate change, as a source of commercial fishery, and to purify toxic substances.
- What has been done to save the species from threat and the future plan for intervention.
- Public opinion on the conservation of the species from previous project findings and our observation.
- The role of capacity building in nature conservation.
- The way forward for black crowned crane and its habitat conservation.

We try our best to get the attention of the public by relating the issues of wetland its species conservation with other issues like water, food, air and health of the environment. During interviews with media, I addressed the current situation of black

crowned crane (high vulnerability, to be endangered to loss from our region) due to habitat loss and threat. At the end, I acknowledged the Rufford Foundation and Jimma University College of Agriculture and Veterinary Medicine for their financial and in-kind support to our project.

Together we can save our species from threats and loss!



Figure 1: Black crowned crane in wetland ecosystem