

Building Ethiopia's Image

Following incentives and conducive investment policies implemented by the Ethiopian government, Ethiopians in the Diaspora were encouraged to actively participate in development endeavors of the country and a number of them have already been involved in various economic sectors. Besides, a number of overseas Ethiopians have also taken to promoting the real picture of their country to the rest of the world. Worldwide Television (WWT) is a show case to mention. Endale Beyene, President of WWT tells Newsletter about its mission.

Newsletter:- When was the Ethiopian Worldwide Television established?

Endale:- The Ethiopian Worldwide Television was established in November 2003 in the United Kingdom. After its establishment, the company started preparation to broadcast its programs and finally we launched our television broadcast in January 2004.

Newsletter:- What initiated you to establish the Ethiopian worldwide Television?



Endale:- The reason behind establishing the channel is the wrong perception the rest of the world has concerning Ethiopia. Ethiopians in different parts of the world are associated with poverty, war, health hazards, among others. But on the contrary, we have wonderful qualities, which we can promote. Ethiopians do have a number of unique features that the rest of the world failed to know. Therefore, the purpose of the airtime was to let the world know the colorful features Ethiopia is endowed with.

Ato Endale Beyene

Newsletter:- What are the main programmes WWT airs?

Diaspora Forum

Endale- When we launched World Wide Television, we had a variety of objectives in mind. To cite but just a few: promote Ethiopia in terms of its culture, productivity, good atmosphere and conducive working environment for investment. Ethiopia is in the process of democratization. Therefore, the world should know what Ethiopians are striving to achieve at the moment. The second objective of our television broadcast is promoting Ethiopian products, trade and business to the rest of the world. In this respect, for instance, Ethiopia does have quality organic products. So, we have to promote these products and services to the rest of the world. In addition, we try and promote our products to have access to the international market.

Newsletter- Do Ethiopians in the Diaspora air their views using your television?

Endale- Our television broadcast is not one sided. We are open media for anyone regardless of his or her political views. Taking this into consideration, the Diaspora is highly participating in our television programmes. We have been trying to inform the Ethiopian Diaspora and the rest of the world to have a clear idea about what is really going on in Ethiopia. And, the Ethiopian Diaspora watch our television and encourage us. As a result, the number of our television viewers has risen to 10.4 million at the moment.

Newsletter- Do you broadcast any programme which focuses on the Ethiopian Millennium?

Endale- Recently we have established in the UK the Ethiopian millennium board. Our Television is also broadcasting shows that would encourage the Ethiopian Diaspora to come to Ethiopia and celebrate the Ethiopian millennium. Besides, our television is committed to promoting the goals of the Millennium (Mobilize the nation for development and good governance) to the rest of the world. In addition, four months ago we launched a radio programme and we do have also a quarterly magazine, which promotes Ethiopia's image.

Diaspora Forum

Newsletter:- What is your future plan?

Endale- My future plan is to open a 24 hour channel worldwide and promote the true image of Ethiopia and bring the people together.

Newsletter:- Do you have a message for the Ethiopian Diaspora?

Endale- In the first place, instead of blaming each other and hatemongering based on fictitious information, it is better we tolerate our differences. We have to develop positive mental attitude. Now our country needs its Diaspora for the overall development process it has begun. We should not expect the government to do miracles to our country. We have to contribute for the development of Ethiopia. I call up on all my compatriots to work towards the development of their motherland.