

# Abiy Hailu



## Contact

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Articles: <https://muckrack.com/abiy-hailu/articles>

## Languages

- Amharic
- English

## Hobbies

- Writing
- Photography
- Design

## Personal Information

- Place of birth – Addis Ababa
- Date of Birth – November, 1986

## Resume

### Summary

Over a course of ten years, I have served as a Journalist, Media and Social Media Specialist, Communications Support Provider/Expert, Media Monitoring Unit Supervisor, Media Monitor, Amharic-English Translator, Deputy Editor-in-Chief, Editor, Reporter, Writer on issues of Conflict, Culture as well as Economy, Environment and Sustainable Development. I am a certified specialist in PR and the media.

### Skill Highlights

- News, feature, article, editorial and press release
- Environmental journalism
- Editing and proofreading
- Media and social media monitoring and management
- Planning and reporting
- Supervision and leadership
- Graphic Design
- Audio and video editing
- Photography
- Translation/Amharic and English

### Experience

#### Media and Social Media Specialist – 09/30/22 – Present

- Support the development and implementation of the communication strategy
- Support the organization of press conferences
- Write summary news for social media and online platforms.
- Conducted research-based report on media's coverage of the security situation in Ethiopia
- Prepared media monitoring report on the coverage of NEBE and referendums

#### Media Monitoring Unit supervisor and Media and Social Media Monitoring Specialist– 03/03-2021- 09/30/2022

- Supervise Media Monitoring Unit
- Facilitated media and social media monitoring
- Prepared media monitoring reports including on gender issues

#### Deputy Editor-in-Chief – 11/05/2015 – 03/03/2021

- Was responsible for the whole process of the newspaper and its digital platforms towards content.

### Education

**MA** – Development Studies, Addis Ababa University – 2022

**Diploma** – Journalism – Advance Learning Interactive Systems Online, 2022

**BA** – Social Science – Addis Ababa University, 2015

**BA** – Economics – University of Gondar, 2007

**Specialization Certificate** – Public Relations and the Media Specialization, University of Colorado Boulder, 2023,

**Certificate** - The strategy of Content Marketing, University of California, Davis, 2023, Digital Journalism, Reuters, 2022, Climate, Water and Security Journalism, SIWI, 2021, Investigative Reporting, BBC World Trust, 2010

## **Employment History**

**Name of Organization – European Center for Electoral Support (ECES) and the National Electoral Board of Ethiopia (NEBE)**

**Years – March 2021 – Present**

ECES and NEBE are engaged in a long-term cooperation program funded by the EU and German Cooperation (Deutsche Zusammenarbeit). ECES is an independent, nonpartisan, and not-for-profit foundation headquartered in Brussels with a global remit. It promotes electoral and democratic strengthening through the provision of advisory services, operational support, and management of large projects mainstreaming capacity and leadership development via peer exchanges and comparative experiences, dialogue, and the prevention and mitigation of electoral conflicts.

The National Election Board of Ethiopia is an autonomous government agency that supervises the national elections of Ethiopia. NEBE and ECES established a media monitoring unit within NEBE, staffed by a Unit Supervisor and 11 additional Media Monitors.

### **Role purpose and importance**

Currently, I am working as Media and Social Media Specialist and Communications Services Provider under NEBE's Communication Department. As the post holder, I am providing support in the process of developing and implementing the communications strategy, organizing press conferences, writing summary news of the events for NEBE's social media and online platforms, conducting a research-based report on media's coverage of the security situation in Ethiopia and preparing a media monitoring report on the coverage of NEBE, political parties, and referendums. I am also working as a media/social media monitoring specialist and prepare media and social media monitoring reports weekly.

Up to September 30, 2022, I was also serving as a Media Monitoring Unit supervisor and Media and Social Media Monitoring Specialist. As a unit supervisor, I supervised media and social media monitors who come from different language backgrounds. Having two social media and nine mainstream media monitors and using various monitoring tools such as Talkwalker and monitoring software developed by ECES, I facilitated the monitoring of the media and the social

media and the drafting of monitoring reports to the Board on a daily, weekly, and monthly basis.

The team monitored the media in all the phases of the electoral process: voter registration, candidate registration, electoral campaign, the respect of the silence period, election day, the announcement of the results at all levels, and the complaints process for all the stages. By monitoring the media, we also measured the media's coverage of electoral actors and the impact of the voter education campaign on media to inform NEBE of findings on time. We also produced reports on the media's coverage of the security situation in Ethiopia and the respective social media engagement.

In addition, the team also supported NEBE's communication department in various activities including translation and preparation of weekly media review/press digest and preparation and production of Civic and Voter Education Booklet and brochures.

### **Achievements**

- Conducted and supervised research and preparation of a final report on 24 broadcast and print media's coverage of electoral actors in terms of air time coverage, tone of coverage, type of event of coverage, gender, etc. The study, which comprises 65 pages, is used to make decisions on media-related issues during electoral and referendum times.
- Participated in high-quality research regarding the participation of women in elections and politics. We also researched the depiction of women politicians in the media and social media platforms.
- Based on the monitoring results, I supported the formulation of the communication strategy for voter education on media.
- Took part in the preparation of communication strategy which helped NEBE to build a new brand
- Supported the communication department in organizing events such as press conferences
- Wrote and edited summary news stories during the press conferences that are posted on NEBE's social media platforms and website

- Supported NEBE's internal and external communication as well as its visibility.
- Organized media reports on a weekly/monthly basis, based on qualitative and quantitative analyses of reporting from selected media outlets. This helped enrich NEBE's communication strategies and respond in real-time
- Informed NEBE of possible electoral violence through the electoral process
- The data generated via the media monitoring team will also be used to support media organizations for responsible election reporting
- Produced continuous media review/press digest reports weekly that are utilized to pass various decisions.
- Supported the Communications Department in translation assignments
- Prepared and produced Civic and Voter Education Booklet and brochure
- Took part in the documentation and dissemination of lessons learned
- Wrote proposals
- Facilitated journalists' training and capacity building on election reporting

#### **Name of organization – Ethiopian**

**Press Agency, The Ethiopian Herald** - November 2015 – February 20

Ethiopian Press Agency is a public media enterprise operating in Ethiopia. It publishes five newspapers and one magazine in different languages. It also has a significant presence on online and social media platforms in different languages. I served in a different position at The Ethiopian Herald, one of the publications of the agency and the only English daily in Ethiopia. The newspaper was launched as a weekly on 3 July 1943 and became a daily at the end of 1958.

#### **Role purpose and importance**

My last position at the Herald was Deputy Editor-in-Chief. As a Deputy Editor-in-Chief, I was responsible for the whole process of the newspaper and its digital platform towards content. I was highly involved in content development. I also worked with other editors and the editorial team of The Ethiopian Press Agency to identify compelling stories and create editorial packages for both online and print forms. I also wrote and edited various pieces on issues of national and regional significance.

At different times, I also worked as coordinator of different columns including environment and sustainability, opinion, sociality and culture, economy, environment, and news. I frequently attended editorial meetings which helped me to improve my editorial judgment. In addition, I also coached and worked with reporters.

### **Achievements**

- As a journalist, I wrote several news stories and features on environmental topics which were published on various international platforms.
- While I was Deputy Editor-in-Chief and a member of the editorial team at the Ethiopian Herald, I proposed and introduced a weekly page/column under the title Environmental and Sustainability. The page is now rebranded as Planet Earth and continued to this day.
- I worked closely with other departments and the editorial team of other publications at the Press Agency and contributed to the betterment of the respective publications' circulation and online and social media presence
- Every week I worked with editorially demanding stories by selecting sources, collecting data, as well as writing and editing stories
- I worked in a team and contributed to the quality improvement of the Ethiopian Herald
- Contributed to building human resources of the institutions and capacity of reporters.
- After being selected by the agency's editorial to become a member of a team to reform the newspaper, I actively took part in the process of introducing news columns and content for online media
- Every day I attended editorial meetings, and took part in decision-making that boosted the circulation and online presence of the Ethiopian Press Agency publications
- I produced articles that have an impact. For instance, I produced an article about Ethiopia's looted heritage and set an agenda that gradually resulted in the return of some of the heritage from abroad.
- I also produced an article about indigenous knowledge and property rights which kindled the design of property rights for indigenous knowledge

## **Publications**

### **Summary of achievements as a journalist**

- As a journalist, I wrote several news stories and features on political, cultural, economic, and environmental topics which were published on various international platforms. For instance, my well-researched feature story on Prosopis, an invasive species which is aggravating climate stress in Ethiopia and the region, was published in an ICWC Report, Stories from the Eastern Nile River Basin, Journalists' reports on the environment. The full article can be found via this link (pages 10-13).  
[https://siwi.org/wp-content/uploads/2021/01/nilereport\\_final\\_rev2\\_web.pdf](https://siwi.org/wp-content/uploads/2021/01/nilereport_final_rev2_web.pdf)
- My MA thesis, titled 'Assessing Environmental Programs during Ethiopian Political Parties Electoral Debates' was highly welcomed by the Colleges' academic community for raising the unexplored issue. In light of media institutions' topic selection for electoral debates and political parties' strategy to communicate their programs to voters, my thesis addressed how Ethiopian political parties integrated environmental issues into their party programs and manifestos.
- Articles published in The Ethiopian Herald, allafrica.com, and other media outlets -  
<https://muckrack.com/abiy-hailu/articles>

## **Professional Development**

- I took different short-term capacity-building courses on media, culture, graphic design and communications.

## **Referees**

- Anwar Abrar, Communication Specialist, Focal Person, National Electoral Board of Ethiopia, Email - [anwar.abrar@nebe.org.et](mailto:anwar.abrar@nebe.org.et) , Phone – 0913063844
- Roza Amesalu, Media and Social Media Expert, UNDP, NEBE, Email, [roza.amsalu@nebe.org.et](mailto:roza.amsalu@nebe.org.et), phone - 0911709300
- Worku Belachew – Editor-in-Chief, The Ethiopian Herald, Email [workuasfaw.asfaw@gmail.com](mailto:workuasfaw.asfaw@gmail.com), Phone – 0912129325

- Amirouche Nedjaa, Media Expert, European Center for Support, Email [amirouche.nedjaa@eces.eu](mailto:amirouche.nedjaa@eces.eu), phone - +33658941629
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