

MACRA to train broadcasters



By Gregory Gondwe: @Kalipochi

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The Malawi Communications Regulatory Authority (MACRA) is set to train broadcasters, Ben Chitsonga, director of Finance and Administration at MACRA, said after closing a four-day broadcasting ethics and conflict reporting workshop in Lilongwe on Wednesday, 22 August 2012.



"Radio and TV play a crucial role in shaping people's lives," observed Chitsonga. For this reason, he said MACRA will train broadcasters so that they understand news trends in the broadcasting industry.

"As MACRA we will do everything in our power to ensure that broadcasters are trained to grasp changes happening in the industry," said Chitsonga, who disclosed that as a government agent, it is their role to prescribe the content of programme to the media.

"As broadcasters, please report well researched stories and avoid reporting issues that divide people, glorify crime and violence," he urged.

Speaking to *The Nation* after the training Malawi Institute of Journalism (MIJ) executive director, Dalitso Nkunika said the training confirms that the media is not as easy as it looks

"Following broadcastings ethics results into improved broadcasting standards which yield credible media," she said, insisting that a media which is reliant does more good to the people.

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