

# MACRA to train broadcasters

The Malawi Communications Regulatory Authority (MACRA) it 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.

 By Gregory Gondwe: @Kalipochi 24 Aug 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 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.

## ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi. View my profile and articles...

For more, visit: <https://www.bizcommunity.com>