

Former BBA housemate to host TV show



By Gregory Gondwe: @Kalipochi

23 Mar 2012

Code Sangala, the Malawian radio personality best known as a contestant on the second season of the reality television series Big Brother Africa in 2007, will host a travel and tourism television programme showcasing different activities and places of Malawi on pay channel M-Net.



Code Sangala

Sangala, who returned to Big Brother Africa in 2010 as one of the 14 "all stars" of Season 5, entitled Big Brother All Stars will host the 30 minute programme. MultiChoice Malawi sales and marketing manager, Chimwemwe Nyirenda told local media that the programmes will start soon and that a sample has been sent to Blantyre.

Nyirenda said each programme which will feature a place of interest in Malawi, every week for a year. This comes after viewers complained that they do not have time to watch what happens in Malawi on DStv. Nyirenda said after consultations through the travel and tourism industry, there will now be time.

The focus on travel and tourism, Nyirenda says, comes from the sector's potential to help market the country's tourism industry.

Some of what the programme will be showcase includes peculiar spots, food, hotels, lodges, mountains, lakes, rivers, valleys, night life and many other interesting things in Malawi.

For MultiChoice Malawi to reach this stage, Nyirenda says, was a tedious process that involved the ministry of tourism, wildlife and culture.

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 Journalismamong other media-related certificates. He can be contacted on gregorygondwe@gmail.com Follow himon Twitter at @Kalipochi.

Malawi internet freedom report - 14 Oct 2013

More resources demanded for digital migration - 26 Nov 2012

Independent national TV to switch on in 2014 - 19 Nov 2012

Govt. tells journos to try self-employment - 19 Nov 2012

MISA trains journos on child reporting - 16 Nov 2012

View my profile and articles...

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