

# Malawi: NPL launches SMS facility

 By [Gregory Gondwe](#)

1 Jul 2009

Nation Publications Limited (NPL) has launched a short message service (SMS) in order to reach out to its readers and advertisers.

NPL marketing manager Timothy Nzima said it has installed a software that has already started enabling the publication receiving, analysing and transmitting reports based on its clients' needs. He said some of the services that include news tips, feedback, polls, opinions and classified adverts have already started using the facility.

Because of this facility the NPL's three publications *The Nation*, a daily publication, *The Weekend Nation* as well as *The Nation on Sunday* have started publishing a special column called "Readers' Speak Out" where views from readers are printed.

The service allows clients to send messages with a maximum of 160 characters.

Nzima said as a publication that values its readers and advertisers it has decided to accord a chance to stakeholders to influence how NPL business is organised and undertaken.

"The service will help in getting feedback from stakeholders on editorial content like specific articles and columns besides enabling people to make requests for advertising quotations and managing competitions.

## ABOUT GREGORY GONDWE

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.

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