

WB train Malawi media on developmental stories

 By [Gregory Gondwe](#)

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Around twenty journalists assembled in Lilongwe where they underwent a World Bank-tailored training aimed at ensuring that they are able to generate reader-friendly stories from developmental activities taking place in the country.

"A range of media houses represented here should really help get the story of development to everyone," said Malawi's World Bank country manager, Sandra Bloemenkamp during the opening ceremony of the training on Thursday, 17 June 2010.

Public disussions

She challenged the media practitioners to provoke meaningful public discussions on issues that affect Malawi's economic development through articles published.

"As we continue supporting Malawi we would like to collaborate better with the media. We realise how important you are as agents of change and catalysts in development. We are an open institution; we share information about our work very freely," she said before disclosing that the bank will launch its access to information policy on 1 July 2010.

Various issues covered

Amongst the issues scheduled to be covered during the training are issues to do with the country assistance strategy and portfolio, the project cycle, economic issues and resources for journalists.

The group of journalists is also expected to visit certain World Bank-funded project sites.

One of the participants, a journalists working with Capital Radio Wezi Nyirongo said she hopes the training has come at an opportune time when there is demand for stories that lean towards development issues.

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. Follow him on Twitter at [@Kalipochi](#).

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