



Media & MultiCulturalità (www.MMC2000.net)

Country: Italy

Organisation: COSPE - www.cospe.org

Contact: Valentina Lombardo – lombardo@cospe-fi.it or info@mmc2000.net

Partners involved: N/A

Target Group: Journalists and media professionals, CSOs, media educators, researchers/ university students/academics, ethnic minority groups and migrant communities

Programme Description:

Ethnic media and media professionals with ethnic minority backgrounds are still largely underrepresented in the Italian media. An Italian website, www.MMC2000.net, was launched in 2004, focusing specifically on this problem. The website reports on relevant news throughout Europe, whilst also making available important legislation and codes of conduct in relation to the media and ethnic diversity.

The website attempts to not only be a source of information about the media and diversity but also to facilitate future initiatives. A specific section is dedicated to studies and research, whilst another section "Be active!" provides a forum for campaigns against discrimination to be launched and supported. A newsletter associated with the website is also being produced. By providing an online database, informing people and raising awareness on migration related issues, and promoting ethnic diversity in the Italian media itself, www.MMC2000.net hopes that ethnic press and ethnic employees will be more thoroughly and thoughtfully represented.

"Institutional barriers are still in place hindering migrants/ethnic minorities' access to this strategic sector (the media)." Valentina Lombardo, COSPE

"www.MMC2000.net is the first and so far only thematic website on media and cultural diversity in Italy." Valentina Lombardo, COSPE

Challenge: Keeping a strong, recognisable thematic focus and editorial quality while expanding the reach of the website. Increase the ability to measure the impact of the initiative.

Solution: Secure more funding to continue developing the website and hiring skilled staff to take the project in to the future.

Impact and Success Stories:

- Newsletter subscribers have risen from 200 to 1309 subscribers.
- Since May 2008 some 15,000 people visited the website; this will only continue to rise.
- Researchers, students and media professionals see MMC2000 website as one of Italy's leading sources of information on ethnic media/ethnic minority media professionals and the media portrayal of migration-related issues.