



A MATERA CORRE UNA LEONESSA

1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	Mukti Jain CAMPION	Sissi RUGGI
Job title	<i>Executive Producer</i>	<i>Journalist</i>
Organisation / Media	Culture Wise Production BBC Radio 4 United Kingdom	Freelance Italy

2. Summary

A Matera corre una leonessa (In Matera runs a lioness) 6 Short radio feature in which Olympic marathon runner Hafida Izem (her surname means Lion) tells of her passion for running and her relationship to her adopted hometown of Matera in southern Italy where she has lived since 2006. When she first arrived in Matera from Morocco she spoke no Italian but she received such a warm welcome she decided to stay. She competed in her first marathon in Bari and finished in good time despite strong winds, no training and weakness from Ramadan fasting. She represented Morocco in the 2004 Athens Olympics but now her dream is to run for Italy.

3. Dissemination of the Output

Our report was broadcast to the audience of MateraRadio Festival in Matera. It will be available online in due course.

4. Biographies of the authors

Mukti Jain Campion is founder of the independent production company **Culture Wise**. She trained as a film maker at the BBC and has been producing television and radio documentaries for over 30 years. She has a particular interest in how the media can bridge different social and cultural divides and in 2004 was awarded the Guardian Research Fellowship at Oxford University for a ground-breaking study of cultural diversity in public service broadcasting, **Look Who's Talking: Cultural**





Diversity, Public Service Broadcasting and the National Conversation can be found online at <http://www.nuffield.ox.ac.uk/guardian>. She has lectured widely on the topic in the UK and internationally.

Sissi Ruggi is a journalist in Matera, Southern Italy, I have been a journalist for 14 years. An experience in a newspaper of Basilicata "The New South." helped me become a journalist. Since 2009, I am a freelance, I work with cultural associations and foundations, associations dealing with the problem of deaths from asbestos and with the press office of the Basilicata Region. I am a member of the Council of Journalists of Basilicata, we deal with ethics and professional ethics, compliance with the rules and dignity of people in the media.