

Welcome to the December 2009 edition of MCC's monthly digest, bringing you the news from our multi-cultural market.

Please feel free to comment on any of the issues at mcc@webershandwick.com - we look forward to hearing from you. For more up to date news and views check out our MCC website www.multi-culturalcommunications.com and Rakhee's blog www.candidculture.com.

MCC's World

Looking back on this year, which seems to have gone faster than Usain Bolt, I have a distinct sense of highs and lows with little average in between.

I'm sure everyone would agree that it's been tough, economically, for many of our clients and indeed for our industry. Despite this, we've worked our socks off and have done some exciting work with clients particularly within the public sector for The Foreign Office, Cabinet Office and Government Equalities Office to name a few.

MCC has launched across the UK this year, spending time with clients and businesses in Manchester and Ireland. Scotland is on our hit-list next year as the region becomes increasingly multi-cultural and diverse.

The highlight of the year for me was being nominated for awards both at PRWeek and at the forthcoming European Excellence Awards (http://www.excellence-awards.eu/short_list.pdf). I get a great sense of pride to know that finally, the industry on this side of the pond is recognising the importance of multi-cultural campaigns.

Next year, with a looming election and ever-changing economic climate, is certainly going to be interesting.

I see the future of ethnic communications as digital, interactive and with a growing emphasis on broadcast media. This is particularly true for ethnic media as we see emerging social networks, magazines, radio and TV stations on-line reaching more ethnic consumers at less cost.

We're already seeing inklings of recovery amongst recognised brands who want to diversify and promote products to specific groups as a safe and effective way of keeping ahead of the economic game. I'm pretty sure this trend will continue as we move through to 2010.

Finally, I'd like to say thank you to every single client, colleague, journalist and supplier who have supported MCC in 2009. Really look forward to speaking with you all in the new year.

Rakhee Vitlani, Head of MCC

MCC Supports

Ndoro Children's Charities Christmas Dinner 2009



Hosted by Dr Vince Cable MP, this fundraising dinner will take place at the House

of Commons on 10 December. The event aims to attract donations towards building an orphanage home school and clinic for children in Zimbabwe. To attend the dinner and contribute to this worthy cause, please visit Ndoro Children's Charities website.

News round-up 2009

January 2009: America said "Yes We Can"



On the 20 January, Barack Obama was sworn in as 44th President of the USA and made history as America's first black president.

February 2009: Independent and Al Jazeera to partner

In February, it was reported that [Al Jazeera English had formed an online partnership with The Independent](#) in an effort to appeal to a wider audience.

March 2009: Dominos Halal seal of approval



The [UK's first 100% Halal Domino's Pizza](#) store opened in Birmingham, serving an all halal menu approved by the Halal Food Authority.

April 2009: The FTSE 100's First Black Chief Executive

In April, news broke that Tidjane Thiam was to be appointed the new CEO of Prudential. The role set Thiam to make history as the [first Black African Chief Executive of a FTSE 100 company](#).

May 2009: M.I.A Time 100

May welcomed British, Grammy nominated Hip Hop artist [M.I.A](#) to the 2009 Time 100 list of the world's most influential people. M.I.A came in at number 43.

June 2009: KFC new Halal menu



Targeting a wider range of customers, June saw KFC announce the trial of [halal-only outlets](#) in areas with high Muslim populations.

July 2009: King of Pop

Music superstar Michael Jackson [passed away after suffering a cardiac arrest](#) in his Los Angeles home in June.

August 2009: Dreamworks and Bollywood giant

Stephen Spielberg co-founder of Dreamworks and Anil Ambani of the Reliance ADA Group made a movie [deal worth \\$825million](#) to target a global audience.

September 2009: Cobra Brick Lane Curry Festival

The country's favourite dish was celebrated in the East end in September with a two week long [festival dedicated to all things "curry"](#).

October 2009: Cadbury Fair Deal



[Cadbury joined forces with the Fairtrade Foundation](#) in a move that saw the cocoa used in Cadbury's chocolate bars sourced from Fairtrade farmers in Ghana.

November 2009: BNP to get it's first non-white member

November saw reports that a [Sikh man that supports the BNPs stance against Islam](#) could become the party's first member from an ethnic background.

December 2009: Radio 4 attempts to attract diverse audiences



From ethnic presenters to new cultural programming and talent, [Radio 4](#) is set to develop its content to better reflect the UK's audience.