

ETA BETA

Positive Journalism can shape a Successful World



+ solution-focus approach to news



+ responsibility in people opinions and mindset forming



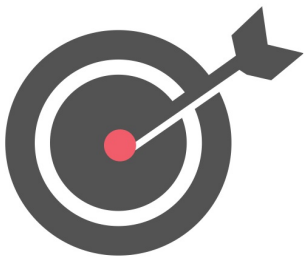
+ engaging contents



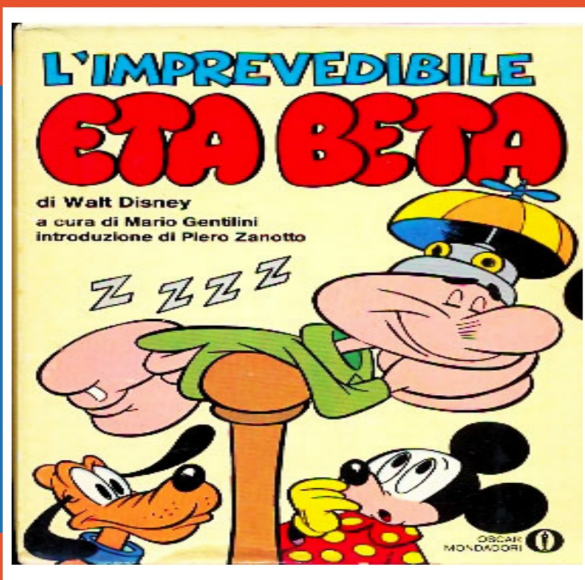
+ positive impact on communities



Trasformativo Journalism



How to broadcast a positive vision of the World focusing on the good and innovative practices of Italian society.



DO YOU KNOW ETA BETA?

"Eta Beta", is a daily radio program that, like the famous Walt Disney character (Eega Beeva) which the program refers to, tells the ideas that will change the world and looks at the future as a space already full of them: sharing economy, open innovation, 3D printing, co-working and much more.



We Work With - Media

I'm a journalist, a broadcaster, a professional in the field of communication.
What can I do?
What can we do together?

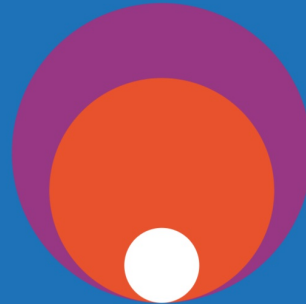


"The first thing I appreciate of people is their capacity to understand that everybody is a little bit hurt, everybody need to be handled with care. As Carlo Mazzacurati said: every person you meet is fighting a battle you don't know anything about. Be gentle. Always."

This is the quote that I repeat to myself everyday and that inspire my work.

Massimo Cerofolini:
creator and speaker of the program

IMPACT MAP



Eta Beta has been the first Italian radio broadcaster that decided to tell about our work of spreading the Happiness culture in the Business and Education fields.

In a Country, like Italy and many others, where the mainstream culture of Information & Media system is often gazing on negativity or sensationalism ("if it bleeds, it leads"), Eta Beta is what we mean for "positive journalism".

2,350 - GOOD PRACTICES BROADCASTED
13,860 - MINUTES ON AIR

IN A NUTSHELL



la redazione - foto di A. Jacona

Eta Beta is grounded on the idea that Information, in addition to providing news, has the ethical duty to help people to find the deeper meaning of their being." This idea is the reason why this program is a positive example we want to share and spread and the reason Eta Beta is part of 2BHappy Agency hub, as it believes, just like us, that "Networking is the Future