

**GRAPEVINE**  
By GREETAY CASHMAN

THE ASPER Institute for New Media Diplomacy at the new Sammy Ofer School of Communications at the Interdisciplinary Center Herzliya was inaugurated last week by **Gail Asper**, managing director of the Asper Foundation, together with **Moe Levy**, the foundation's executive director, and IDC president, **Prof. Uriel Reichman**.

The Institute is dedicated to the use of new media as an Israel advocacy tool and focuses on the study and use of new media technologies in telling Israel's story to the world.

The unique capabilities of these technologies allow innovative depiction of Israel from new and different perspectives.

The Asper Institute also provides workshops on creating effective new media advocacy campaigns and works with students in producing video, audio and written content about various aspects of life in Israel for use in new media channels such as the blogosphere, virtual worlds, social networks, computer games and more.

Established in 1983 by Dr. Israel Asper in Winnipeg, Canada, the Asper Foundation undertakes and develops major initiatives in the areas of culture, education, community development and human rights – locally, nationally and internationally.

Gail Asper noted the IDC's instrumental role in key areas that relate to public advocacy and diplomacy. Reichman lauded the Asper family's resolve to ensure that Israel's true voice is heard around the world, saying that it was very much in synch with the goals of the IDC.



MEDIA CENTER: Gail Asper, managing director of the Asper Foundation and corporate secretary of CanWest Global Communications Corp; Moe Levy, executive director of the Asper Foundation; and Prof. Uriel Reichman, IDC Herzliya president, at the dedication ceremony of the Asper Institute for New Media Diplomacy at IDC Herzliya's Sammy Ofer School of Communications. (Uri Blerman)