



THE SAMMY OFER SCHOOL OF COMMUNICATIONS

In the name of: Sammy Ofer



Sammy Ofer School of Communications



Dean, Dr. Noam Lemelshtrich Latar

The Asper Institute for New Media Diplomacy

In the name of: The Asper Family
Chair, Dr. Noam Lemelshtrich Latar



Asper Institute for New Media Diplomacy

Director, Anouk Lorie

The Asper Institute is Taking on The World

On October 1st, 2013, the IDC International Radio, one of the flagship projects of the Asper Institute for New Media Diplomacy, participated in the second "World College Radio Day." Out of 700 participating college radio stations, 24 were handpicked to broadcast for an hour each, and the IDC International Radio was one of them.

The topic on the agenda was "sustainability" and each station addressed the issue in relation to its own country. The shows were heard throughout the world, including by **Joe Biden**, the vice president of the United States, who emphasized the importance of college radio. Beyond IDC Herzliya's existing collaborations

broadcasting in English, and is operated by students of the Raphael Recanati International School, who come from over 80 countries. The IDC International Radio is unique in offering this group of diverse students the opportunity to broadcast, host, produce and edit professional shows on a variety of topics and share with the world their experiences of life in Israel.

NoCamels reaches millions of readers worldwide, including many from Arab and Muslim nations. The website, which has recently been re-launched with a cutting edge design, partners with some of the world's leading news websites, including Fast Company and TheMarker, and is the media partner for conferences, including the Israel Conference in Los Angeles.



The Asper Team (l to r): Anouk Lorie, Rona Zahavi, Yuval Haimovits and Avner Meyrav.

In addition to the IDC International Radio, the Asper Institute for New Media Diplomacy, which is chaired by dean of the Sammy Ofer School of Communications, Dr. Noam Lemelshtrich Latar, and directed by **Anouk Lorie**, runs NoCamels.com, the world's leading news website on Israeli innovation. Operated by IDC student reporters who are trained by professional journalists,

IDC International Radio is the only international college radio station in Israel broadcasting in English, and is operated by students of the Raphael Recanati International School, who come from over 80 countries.

Recently, a NoCamels article on an Israeli medical company that turns tumors into "ice balls" garnered over 60,000 Facebook likes and 100,000 views.



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with radio stations worldwide, World College Radio Day has opened the door to more substantial partnerships.

The IDC International Radio, managed by **Rona Zahavi**, broadcasts from the Sammy Ofer School of Communications at IDC Herzliya. It is the only international college radio station in Israel



The NoCamels website as viewed from a Tablet.