

IDC WINTER 2016

NoCamels

Director, Anouk Lourie, Chair of Asper Institute for
New Media Diplomacy, Dr. Noam Lemelshtrich Latar

Israel in the Spotlight

The Asper Institute for New Media Diplomacy, of the Sammy Ofer School of Communications at IDC Herzliya, focuses on the use of new media technologies for advocacy and diplomacy. The extraordinary capabilities of these technologies enable innovative discourse and promote a global diplomatic dialogue.

NoCamels.com is one of the flagship projects of the Asper Institute. Founded in 2011, the website has become the world's leading news source on Israeli innovation, reaching millions every year.



IDC International Radio, an integral part of the Asper Institute, was chosen to participate, for the third time, in World College Radio Day, a 24-hour marathon on 500 radio stations around the world. The IDC program dealt with "accepting the other," and featured interviews with major artists, including singer-songwriter Achinoam Nini, and NGOs promoting tolerance. IDC International Radio aims to connect Jewish communities around the world with eye-opening content about Israel, and programs on topics ranging from culture to current affairs are produced, edited and broadcast by international IDC students.

Recently, NoCamels entered into exclusive media partnerships with leading tech and innovation conferences around the world. In the past year, NoCamels also more than doubled traffic and engagement across all digital platforms to surpass all news organizations covering Israeli innovation.

