

**The Asper Institute for New Media Diplomacy**  
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## NoCamels.com Gains Over 100,000 Followers on Facebook

The Asper Institute for New Media Diplomacy at the Sammy Ofer School of Communications focuses on the use of new media technologies for advocacy and diplomacy. NoCamels.com, sponsored by the Asper Foundation, is one of the institute's flagship projects.

Launched in 2010, the website covers cutting edge innovations from Israel, including start-ups and research in the fields of technology, medicine, design and the environment, for a global audience. It has become the world's leading news source on Israeli developments, with more than 100,000 followers on Facebook and millions viewing the website.

The website aims to bridge cultural differences, reach diverse audiences and cross boundaries through objective and accurate reporting, drawing attention to innovative solutions rather than the challenges that so often make news headlines.

Another leading project of the Asper Institute is **IDC International Radio**, the only college radio station in Israel broadcasting in English. The radio is fully operated by students of the Raphael Recanati International School and aims to become a central meeting point for Jews in Israel

with Jewish communities abroad who wish hear about and discuss issues related to Israel, Zionism, Israeli culture, and music.

