



Ten Years of Partnering to Make the Case for Israel



The Asper Foundation and IDC Herzliya mark a decade of the Asper Institute for New Media Diplomacy.

On June 9, 2007, The Asper Foundation dedicated the Asper Institute for New Media Diplomacy at IDC Herzliya's Sammy Ofer School of Communications. Headed by the school's dean, Dr. **Noam Lemelshtrich Latar**, and journalist and lecturer **Anouk Lorie**, the institute focuses on the study and application of new media technologies to help tell Israel's story to the world.

"We at the Foundation have been absolutely thrilled with our partnership with IDC and the opportunity to work with visionaries like Noam Lemelshtrich Latar and Prof. **Uriel Reichman** [founder and president of IDC], whom we profoundly respect," says **Gail Asper**, president and trustee of The Asper Foundation. "We had been very concerned about how to get Israel's message out in a positive and innovative way, and when **Jonathan Davis** [vice president of External Relations and head of the Raphael Recanati International School] came to us with the idea for the institute, it really resonated with the Foundation's trustees."

"At the Asper Institute, we believe in drawing attention to solutions, ideas, and innovations,

not just the challenges that so often make today's news headlines," explains Lemelshtrich Latar. "We have witnessed how objective and accurate reporting on Israel's exciting innovations can cross boundaries, religions and even conflicts."

New media technology enables innovative communication and diplomatic discourse. In 2010, the institute launched www.nocamels.com, now the world's leading news website on Israeli innovation. It is staffed by IDC students trained by professional journalists, who tour the country to interview Israeli innovators.

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"NoCamels is such an irresistible format for learning about Israeli innovation," says Asper. "People trust the content. We need to continue



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The institute's courses, seminars and programs provide students with theoretical and applied knowledge in the field of public advocacy and diplomacy. The institute also provides workshops on creating effective new media advocacy campaigns and works with students in producing video, audio and written content about vari-

ous aspects of life in Israel for use in new media channels such as blogs, social networks, computer games, and podcasts.

In 2012, the Asper Institute launched IDC International Radio, an English-speaking FM and internet radio station that broadcasts to Jewish communities around the world. IDC students, who come from over 80 countries, host, produce and edit shows on topics including music, culture, current affairs, sports, humor and Judaism.



"People who care and are dedicated to something are the ones who make a difference, and that is what we see at IDC." – *Moe Levy, executive director of The Asper Foundation*

IDC Herzliya's Honorary Fellowship Event 2011 - Honoring Babs Asper



Jonathan Davis, Gail Asper, Babs Asper z"l, Dr. Noam Lemelshtrich Latar, and Moe Levy.



Babs Asper z"l, Prof. Uriel Reichman, Gail Asper and Moe Levy.



rights. The Foundation created the Canadian Museum for Human Rights, in Winnipeg, in order to enhance the public's understanding of human rights, promote respect for others and encourage reflection, dialogue and action to protect those rights. Israel ("Izzy") Asper was Canada's foremost tax lawyer, who then decided to enter public service, becoming leader of the Manitoba Liberal Party from 1970 to 1975. His next career was as a businessperson and

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entrepreneur, turning a small investment in a local Winnipeg television station into CanWest Global Communications Corp., a multi-billion dollar media empire. Most important to Asper was giving back to his community, or as he put it, "paying his debts." He always said that in return for society giving him an opportunity to succeed, he felt he owed something back.

"We are a results-oriented institution, and what I love about IDC is that they get things done," says Gail Asper. "IDC is entrepreneurial and non-bureaucratic. They are always one or two steps ahead of us, always coming to us with their ideas. We can't imagine what Israel would be like without IDC."

Levy agrees. "We get involved in a lot of projects in Israel, and what's so great about working with Anouk and Noam is their professionalism. They've delivered on everything they've envisioned. At the end of the day, everything

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– *Ariel Rodal-Spieler*

The Asper Foundation:
www.asperfoundation.com
Canadian Museum for Human Rights:
<https://humanrights.ca>