

# IDC and Asper Institute's NoCamels.com: Local Solutions to Global Problems



THE NOCAMELS FOUNDING TEAM. TOP LINE FROM LEFT: SACHA DRATWA, YADIN KATZ, IDAN SERI, YUVAL HAIMOVITCH. BOTTOM LINE FROM LEFT: MICHAL DIVON, ANOUK LORIE AND LIAT BIRON (MISSING: LEE GOLAN).

TWO DOZEN STUDENT JOURNALISTS FROM ALL OF THE SCHOOLS AT IDC ARE BEING SENT AROUND THE COUNTRY TO INTERVIEW SOME OF THE LEADING INDIVIDUALS AND COMPANIES FOCUSED ON SOLVING TODAY'S PRESSING GLOBAL PROBLEMS.





Dr. Noam Lemelshtrich Latar,  
head of the Asper Institute,  
founder of NoCamels, dean  
of the Sammy Ofer School of  
Communications.

**LAUNCHED IN DECEMBER 2010 UNDER THE AUSPICES OF THE ASPER INSTITUTE FOR NEW MEDIA DIPLOMACY, NOCAMELS.COM IS AN INTERACTIVE STUDENT-LED NEWS WEBSITE THAT IS DEDICATED TO IMPROVING ISRAEL'S IMAGE AND LEGITIMACY IN THE WORLD.**

**W**ith the vast majority of news involving Israel being about its conflicts, and a large portion of that coverage portraying Israel in a negative light, a fragmented and biased image has been formed in the global perception of Israel. In fact, a recent BBC study showed that Israel is grouped with Iran, North Korea and Pakistan as the most disliked countries in the world.

NoCamels.com is seeking to show a different face of Israel, one which goes beyond the military conflict. NoCamels' goal is not to hide Israel's conflicts from the world, but rather to show the world the other sides of the country – leading to a fuller, broader reality that can help redress the current imbalance. NoCamels covers those aspects of Israel, just as important, that impact the world in a positive way.

For the world to be open to hearing about Israel's "other sides," NoCamels is dedicated to highlighting Israeli innovations that have global benefits. Israel has a higher density of start-ups than any other country in the world, a large number of which are focused on finding viable, creative solutions to global problems, and NoCamels covers those creative solutions in the fields of health, environment, security, technology and lifestyle.



The NoCamels journalism team.

Led by Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, and Anouk Lorie, director of the Asper Institute for New Media Diplomacy and CNN journalist, two dozen student journalists from all of the schools at IDC are being sent around the country to interview some of the leading individuals and companies focused on solving today's pressing global problems. The student journalists cover the stories in creative ways, using text, image and video, and several articles are uploaded daily on the NoCamels rolling news site.

By providing appealing, professional content that can easily be redistributed, NoCamels is able to appeal to its growing distribution network of 800 specialized international journalists and bloggers. Always on the lookout for interesting new stories, these journalists link to and distribute the NoCamels' content to their vast international audiences.



The screenshot of the NoCamels.com home page.

**"SPECIAL THANKS MUST GO TO THE ASPER FAMILY, WHO HAD THE WISDOM AND GENEROSITY THAT MADE IT POSSIBLE FOR US TO IMPACT ISRAEL, THE JEWISH PEOPLE AND THE WORLD AT LARGE."**

Dr. Noam Lemelshtrich Latar

NoCamels' student marketing team also uses an array of cutting-edge marketing strategies, primarily through social networks, to increase traffic to its stories. NoCamels has launched successful Facebook, Twitter, Digg and LinkedIn pages, with over 2,000 followers and growing. The site has also entered into a content-sharing agreement with the Jerusalem Post. Currently, 60 percent of NoCamels' readers are from outside of Israel, some from countries as far as Pakistan, Turkey and Indonesia. One blog in Turkey has even taken to translating NoCamels stories into Turkish! And the site's most popular story to date, entitled "Israeli Doctors Teach Male Circumcision to African Doctors to Combat Aids" was re-published on almost a dozen international blogs and received nearly 1,000 Facebook "Likes."

At the end of 2011, NoCamels is planning to hold its first annual "NoCamels Innovation Awards Show" at which IDC students and faculty will vote on the most innovative start-ups in the fields of health, environment and technology.

According to Lemelshtrich Latar, "special thanks must go to the Asper family, who had the wisdom and generosity that made it possible for us to impact Israel, the Jewish People and the world at large."

*With special thanks to Danita and Michel Aziza for their help and support with NoCamels. ★*