



June 5, 2018

## Ten Years of Partnering to Make the Case for Israel

*The Asper Foundation and IDC Herzliya mark a decade since the creation of the Asper Institute for New Media Diplomacy at the Sammy Ofer School of Communications.*

On June 6, 2018 IDC Herzliya's Sammy Ofer School of Communications will be celebrating ten years of collaboration with The Asper Foundation with an intimate gathering on the campus.

The Asper Foundation inaugurated the Asper Institute for New Media Diplomacy on June 9, 2007. The institute is headed by the school's founding dean, Dr. **Noam Lemelshtrich Latar**, and journalist and lecturer **Anouk Lorie**. The aim of the institute is to focus on the study and application of new media technologies to help tell Israel's story to the world.

In 2010, the institute launched [www.nocamels.com](http://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.

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 various 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.

**Moe Levy**, The Asper Foundation's executive director, says, "The institute is creating the next legion of great leaders in telling the story of Israel. Communicating effectively is one of the biggest challenges Israel faces, and our mission is to create good communicators. The work that the institute has done has surpassed our expectations."

"We are forever grateful to The Asper Foundation for the generous support it has given us over the past 10 years," says Lemelshtrich Latar. The Foundation has been the ideal partner, not only because it cares deeply about our projects, but because it has given us the support to adapt and improve on our trajectory, while trusting in our vision from the very beginning."

The Asper Foundation: [www.asperfoundation.com](http://www.asperfoundation.com)  
Canadian Museum for Human Rights: <https://humanrights.ca>

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