

## Presenting Israeli Innovation and Creativity to the Media

### The Asper Institute for New Media Diplomacy

**THE ASPER FOUNDATION**

In 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 founding dean, Prof. **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. The Institute's researchers and students disseminate information via social networks, blogs, viral marketing campaigns, and IDC's radio station.

read by a large local and international audience. It is staffed by IDC students, who are trained by professional journalists and who tour the country to interview leading Israeli innovators.

"NoCamels covers the most cutting-edge Israeli innovations, start-ups, and research in the fields of technology, medicine, lifestyle, and the environment," says Lemelshtrich Latar. "We believe in drawing attention to the solutions Israelis are coming up with, rather than focusing on the political challenges that so often make up today's headlines. At the Asper Institute we have



Jonathan Davis, IDC's vice president for External Relations; Gail Asper, president, The Asper Foundation; Babs Asper z"l, honorary fellow 2011, former chair of The Asper Foundation and founder of the Asper Institute at IDC; Prof. Noam Lemelshtrich Latar, dean, Sammy Ofer School of Communications; Moe Levy, executive director of The Asper Foundation; and Prof. Uriel Reichman, IDC president and founder.



Celebrating the launch of the Asper Institute for New Media Diplomacy in 2008.

**"NoCamels covers the most cutting-edge Israeli innovations, start-ups, and research in the fields of technology, medicine, lifestyle, and the environment."**

-Prof. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications

In 2010, the Asper Institute launched [www.nocamels.com](http://www.nocamels.com), now the world's leading news website on Israeli innovation. The site is

witnessed first-hand how objective and accurate reporting on positive news stories can cross boundaries, religions, and even conflicts. We reach many millions around the globe with this positive message from Israel."

### The Daniel Pearl International Journalism Institute

Also based within the Sammy Ofer School is the Daniel Pearl International Journalism Institute, chaired by Lemelshtrich Latar and directed by **Rona Zahavi**. The Institute aims to advance

### The Daniel Pearl International Journalism Institute



Daniel Pearl z"l

In 2002, while investigating a suspected terrorist in Pakistan, Wall Street Journal reporter **Daniel Pearl** was kidnapped by Pakistani militants and later murdered by Al Qaeda. The stories he left behind — and the honest, unbiased spirit in which he told them — have made him an enduring symbol around the world for journalistic integrity and respect for all cultures. It is therefore only fitting that Daniel Pearl's life serve as the inspiration for the new Daniel Pearl International Journalism Institute (DPIJI), established at the Sammy Ofer School of Communications at IDC Herzliya, in collaboration with the Daniel Pearl Foundation.

the quality of journalism in the Middle East and to promote informed, balanced, and insightful reporting on the region, as part of Daniel Pearl's legacy. The Institute holds lectures and conferences throughout the year, and offers selected third-year communications students an internship in investigative journalism.

### Media in Conflicts Seminar

The Lauder School of Government, Diplomacy & Strategy holds an annual Media in Conflicts Seminar (MICS), which focuses on conflict journalism and journalistic integrity. The seminar offers journalists from around the world the opportunity to learn theoretical and practical skills on conflict coverage from experts in the field, using the Israeli-Palestinian conflict as a case study. Established in 2009, MICS has exposed over 200 future media leaders from over 40 countries to one of the most covered conflict zones in the world.