



THE SAMMY OFER SCHOOL OF COMMUNICATIONS

In the name of:
Sammy Ofer



Sammy Ofer School of Communications



Dean, Dr. Noam Lemelshtrich Latar

Delegation from the Lomonosov Moscow State University Visits IDC Herzliya

➔ The delegation, which included 15 high ranking faculty members and students from the Lomonosov Moscow State University (MSU) in Russia, visited IDC Herzliya to get acquainted with the works of this leading academic institution in the field of innovation and entrepreneurship, and to discuss future collaboration in which both institutions will work together on international studies in the field. According to **Dr. Oren Zuckerman**, founder and co-director of the Media Innovation Lab (miLAB), Sammy Ofer School of Communications, “We are delighted to cooperate with researchers and students of Lomonosov Moscow State University (MSU) in Russia. We see this cooperation as an

extraordinary opportunity for mutual enrichment that will benefit the future of the media and technology fields.”

This is the first delegation to come to Israel as part of the new “Founders BootCamp Israel” program created by Global Innovation Labs, aimed at creating a unique international cooperation between scientists and entrepreneurs from the Lomonosov Moscow State University and their colleagues in Israel. In addition, the program will enable scientists to familiarize themselves with the “Israeli Model” for innovation and technology, get acquainted with the research being conducted in the field here in

Israel, connect with Israeli scientists to create new international studies and discuss new ways to fund joint projects.

“We are very excited about the opportunities this program will open for cooperation between the Lomonosov Moscow State University and our Israeli counterparts,” said Dr. **Vasily Petrechenko**, deputy CEO of Science Park of the Lomonosov Moscow State University. A similar program by the Global Innovation Labs promoting Russian-American collaboration is already taking place.

THE ASPER INSTITUTE FOR NEW MEDIA DIPLOMACY AT THE SAMMY OFER SCHOOL OF COMMUNICATIONS



In the name of: The Asper Family
Dean, Dr. Noam Lemelshtrich Latar
Chair of the Asper Institute



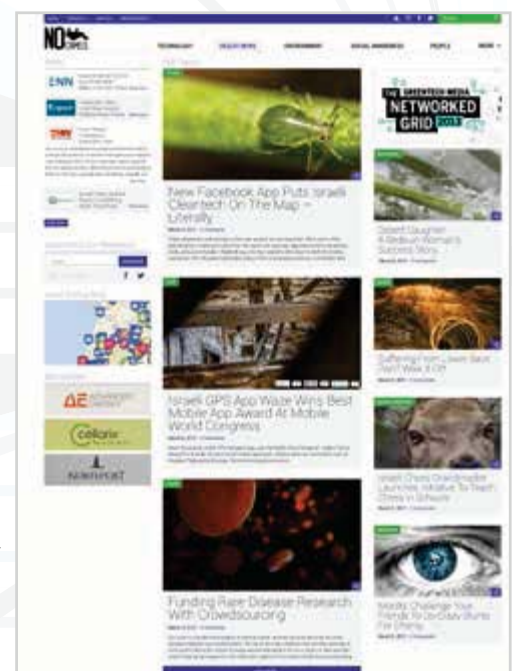
Asper Institute for New Media Diplomacy

A busy 2013

➔ In 2013 the Asper Institute for New Media Diplomacy, led by **Anouk Lorie**, launched the IDC Herzliya International Radio, an English-speaking FM and internet radio station that broadcasts to Jewish communities around the world. IDC Herzliya students, who come from over 80 countries, host, produce and edit quality shows on topics like music, culture, current affairs, sports, humor and Judaism. The radio reaches global audiences by partnering with college and Jewish radio stations around the world. Shows include “Sing IL,” a music show that introduces songs made in Israel and looks at them through both historical and contemporary lenses; “The Lounge,” an Israeli culture show that covers art, theater, food, exhibitions,

festivals and music; “NewStand,” a current affairs show that looks at the way international issues affect Israel and vice versa and “JewBox,” a show that takes a fun look at Judaism for a young generation.

Year 2013 also marked the second anniversary of NoCamels.com, now the leading website on Israeli innovation in the world. Launched by the Asper Institute, the site is read by a large local and international audience and is affiliated with leading news organizations such as *TheMarker* and *TheNextWeb*. NoCamels is staffed by students and interns from IDC Herzliya and other leading Israeli universities, under the leadership and training of professional journalists. The



The new NoCamels website - coming soon.

NoCamels students tour the country to interview the leading Israeli innovators and attend top conferences and events, exposing them to the world of innovation and journalism.

For more information on the Asper Institute and its many projects, visit our website or contact Asper Institute Director Anouk Lorie at lanouk@idc.ac.il.