

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



Dean, Dr. Noam Lemelshtrich Latar  
Chair of the Asper Institute



The NoCamels Facebook cover photo.



A screenshot of the NoCamels website.

➔ Over the past year, the Asper Institute for New Media Diplomacy has reached new heights with both its flagship projects, the news website NoCamels.com and the Asper/IDC International Radio. In only a few months, NoCamels has become the leading website on Israeli innovation news, covering all the latest innovations in technology, health, environ-

ment and lifestyle. With twenty student writers from all schools at IDC Herzliya trained by professional journalists, NoCamels reaches hundreds of thousands of people around the world. The site has partnered with prominent news organizations, such as the *Jerusalem Post* and is regularly featured on international news websites. Seventy-five percent of NoCamels readers come from outside Israel, including countries like Turkey, Indonesia, Pakistan and Egypt. On its two Facebook pages, NoCamels has already attracted over ten thousand fans.



The management team of NoCamels. Back row, from left: Yuval Haimovits and Irit Livne. Front row from left: Anouk Lorie and Michal Divon.

The NoCamels program is year-round, with students applying for its limited positions at the beginning of the academic year. The site was founded by international journalist and head of the Asper Institute for New Media Diplomacy, Anouk Lorie as well as Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications. In addition to NoCamels, the Asper Institute has launched the Asper/IDC International Radio, which is led by IDC Herzliya's pool of international students. The radio programs, which cover everything from Jewish life to Zionism, music and sports, are listened to online by Jewish audiences around the world. To better serve its international audience, the radio is launching a new website in June, which will include podcasts, videos, media-on-demand and more. The Asper Institute for New Media Diplomacy is also involved on other fronts, including a partnership with the Peres Center for Peace on its prestigious program, "YaLa," which brings Arab and Jewish youth together on social media platforms.

For more information on the Asper Institute and its many projects, visit the website or contact Anouk Lorie at [lanouk@idc.ac.il](mailto:lanouk@idc.ac.il).