



The Sammy Ofer
School of
Communications

In the name of:
Sammy Ofer z"l (1922-2011)



Dean, Dr. Noam
Lemelshtrich Latar



Sammy Ofer School
of Communications

The Museum of Communications

Chair, Dr. Noam Lemelshtrich Latar
Curator, Baruch Niv



IDF Radio Journalists March into Sammy Ofer School

A group of soldiers from the IDF Radio ("Galey-Zahal") journalists' course visited the IDC Herzliya Museum of Communications and the Sammy Ofer School of Communications studios in September. During their visit, the soldiers were given a comprehensive review of the history of journalism, radio and television; heard a short lecture on IDC College Radio and how it IDC Radio uses the possibilities offered by the digital world; had some fun at the TV studio, and heard a lecture from Dr. **Tal Azran**, the school's graduate program academic adviser, on the Al Jazeera network.

IDF Radio trains some of the media people of the future, and the visit provided an opportunity to expose them to the school's advanced facilities and impressive museum collection, as well as to the possibilities IDC offers for study after their military service, and also as a source of expert knowledge. IDC spokesperson **Inbal Chen** presented the group with a list of IDC experts.

The soldiers found the studios impressive and expressed a desire to study and broadcast there. Course commander **Omer Ben-Ruby** said the soldiers had undergone a unique experience that

exposed them to the nature of content creation and the future of the medium. He added that he would be bringing future Army Radio courses to tour the school.

** Over 20 groups of soldiers from various IDF units visited the museum and school last year. One of the museum's new guides, a first year student, first visited the museum as a soldier in the IDF Spokesman's Unit and decided to study communications at IDC.*

IDC Radio 106.2FM

General Manager, Ayelet Triest
International Radio Director, Yael Azar



IDC Radio 106.2 FM During Operation Protective Edge

Real-time alarms, unique collaboration with Kol Hanegev radio station in Sderot, a variety of interviews and programs, volunteer work with southern youth, and special programs in memory of the fallen: IDC Radio summarizes its activities during the fighting.



Youth recording a special show in Beersheba.

During Operation Protective Edge this summer, IDC Radio 106.2 FM operated in a different format than usual to contribute as best as possible to listeners in a time of need. The schedule was updated immediately, and thanks to students and graduates who volunteered, the station began broadcasting live in Hebrew and in English, and, when sirens sounded, updated listeners in real time.

From the very start of combat operations, a number of shows were broadcast along with the Interdisciplinary Students' Association communications command center. The station produced a show promoting coexistence as well as news, academic and cultural shows, and interviewed many distinguished guests, among them:

Prof. **Bruce Hoffman**, an international terrorist expert from Georgetown University; Brig. Gen. (res.) **Nitzan Nuriel** and students from IDC Herzliya's Public Diplomacy Center that ran during the Operation; Dr. **Barak Ben-Zur**, an expert on terrorist and strategic intelligence from the Lauder School of Government, Diplomacy & Strategy; Drs. **Tal Azran** and **Moran Yarchi** of the Sammy Ofer School of Communications, and Drs. **Boaz Ben-David** and Dr. **Tamar Saguy** from the School of Psychology.



Radio workshop in Ashdod.

IDC Radio's collaboration with the educational radio station Kol Hanegev, which broadcasts from Sapir College in Sderot, was one of the most important and reassuring projects of those difficult times. The collaboration included joint broadcasts by students from the studios in Sderot

and Herzliya in a number of special programs. Broadcasters from Sderot also came to record in IDC's studios, as the Sderot studios were barred from use by the Homefront Command.

In addition IDC Radio, in conjunction with the Jerusalem Season of Culture, held volunteer activities for at-risk youth in southern Israel. The radio team visited boarding schools and hostels in Beersheba and Ashdod and held radio workshops, in which young people recorded programs that included their personal experiences and their musical choices, giving them a brief respite from the emergency situation.

At the conclusion of the operation, IDC Radio was left with one last heartbreaking task: recording programs in memory of fallen IDC graduates. The first program was in memory of Lt. Col. **Dolev Keidar z"l**, with Dr. **Hillel Sommer**, and alumni **Aran Tegar** and **Yaniv Rosnai**. The radio team also recorded a program with relatives of Maj. **Amotz Greenberg z"l** on the one-month memorial after his death. A special program was also made and recorded in memory of Maj. **Tzafrir Bar-Or z"l**.

Photographs:: Gil Rouvio