



"The Ambassadors of Tomorrow"

For the first time in Israel: Residents in Southern Israel will receive advocacy training in a one-year program to become ambassadors for their troubled region while influencing world public opinion.

"The Vision: To create a pilot model for regional 'civilian diplomacy' in southwestern Israel to counter a future confrontation with Iran and its terror counterparts on Israel's borders, transferable to any part of the State of Israel that is under security threat."

Noam Bedein

Director of Sderot Media Center (SMC)

[View Israel's Ministry of Strategic Affairs of the Prime Ministers office, recommendation letter #1 to SMC, click here.](#)

Over the past few months, Sderot Media Center – SMC – interviewed dozens of Sderot and Western Negev residents from which it chose 20 potential candidates, speaking 7 foreign languages and whom will receive professional training and become "ambassadors" competing for improved world opinion with an emphasis on times of emergency.

First training day took place in Sderot on Monday, September 24th, 2012. Sderot's mayor, David Boskila, honored the event with a short introduction.

Local professionals took part in social, security, economics and journalism panels in front of an audience of the enthusiastic seminar's participants – "The Ambassadors of Tomorrow".

The Goal of "The Ambassadors of Tomorrow"

1. To be professional educational guides in Sderot and the Western Negev for the hundreds of international delegations visiting the area yearly through SMC.
2. To be prepared and on-call for media activity during emergency situations.



Chabad Rabbi Moshe Zeev Pizem & Yigal Bracha
Director of Netivim Youth

Danny Dahan,
Director of Sderot Small Buisness Forum

Dr. Adriana Katz-
Director & Head Psychiatrist of the Sderot Mental Health Center

Itzik Horn- SMC
Educational Director Ibro-American Desk

Ronit Maniker
Eshkol Regional Council Spokesperson

Sderot Mayor David Boskila

Sderot Secuirty Officer- Kobi Harush

Itzik Yarkoi-
SMC board member, New Media Specialist

SMC hosts hundreds of international delegations all year round, including government officials, diplomats, academics, foreign press, evangelicals, students and youth.

SMC is the only media outlet in Southern Israel, whom, for the past 6 years has been working professionally with the international mass media & the local community in an effort to sway world public opinion and is recognized both as a reliable information source and a favored stopping place for international groups and individuals.



Endorsement for training 'Tomorrow's Ambassadors'



The Ministry for Public Diplomacy & Diaspora Affairs



The Prime Minister's Office for Strategal Affairs



Sderot Police



The Terrorism & Intelligence Information Center and many other professionals



The Eshkol Municipality spokesman



Netivim Youth Center



Sapir College's Student Union



Sderot Municipality