



November 11, 2012

Summary: Meeting with Mr. Noam Bedein, Director of the Sderot Media Center

1. On 29.10.12 the Deputy Director-General Dr. Kobi Michael and Senior Coordinator for Diaspora Affairs Mr. Asher Fredman met with Mr. Noam Bedein, Director of the Sderot Media Center (SMC).
2. Mr. Bedein updated the representatives of the Ministry regarding the numerous delegations of journalists, diplomats and youth which had recently been hosted by the SMC, and regarding his recent speaking tours abroad. He then presented the SMC's 'Ambassadors of Tomorrow' initiative aimed at creating the infrastructure for effective civilian diplomacy in areas of Israel under attack.
3. Dr. Michael expressed his deep appreciation for the unique work which the SMC is doing in deepening the understanding of thousands of decision-makers, opinion leaders and youth regarding the situation in southern Israel and Gaza. He expressed his admiration for Mr. Bedein's leadership in turning the SMC into a leading source of information on the realities of civilian life under fire.
4. Dr. Michael noted that the 'Ambassadors of Tomorrow' program will meet an important need by providing journalists and other visitors with a credible and compelling source on events related to terror attacks and their effects on the civilian population. It was decided that the Ministry of Strategic Affairs and the SMC would continue their close cooperation on this and similar initiatives, and that the Ministry would continue to assist the SMC in expanding its capabilities and reach.

Dr. Kobi Michael
Deputy Director-General
Ministry of Strategic Affairs