



School of
Communication
Faculty of Social Sciences
Bar-Ilan University

More than your regular PR – Israel's Public Diplomacy in the United States

Live update: Israel's diplomatic and PR campaign during operation "Guardian of the Walls"

Prof. Motti Neiger, from
Bar-Ilan University's School
of Communication,
in conversation with Elad
Strohmayer, Spokesperson
of the Embassy of Israel
to the United States in
Washington, DC

Thursday, May 20, 2021

19:30 (Israel time)

12:30 pm (Washington DC time)

The presentation will be streamed live from
the Embassy of Israel in the United States.

[Register here >>](#)

Public diplomacy is known in Israel as "Hasbarah", and it entails a variety of public relations efforts aimed at reaching diverse audiences, including decision makers and government officials. Strategic communications and the role of the spokesperson are central and critical in these efforts.

Working as a spokesperson in an embassy, especially the Israeli Embassy in Washington, DC, requires an even more sensitive, crucial and challenging approach vis-à-vis bilateral strategic relations.

We invite you to join our conversation to get to know the role that connects communication, diplomacy and politics.



**Elad Strohmayer,
Spokesperson of the Embassy
of Israel in Washington, DC**

Elad previously served in numerous diplomatic positions in Israel and abroad. In his current role he leads the Embassy's communications strategy and serves as a frequent and dedicated resource to journalists. Working closely with Israel's Ambassador to the United States, he conducts briefings on core issues relating to Israel and handles all media and strategic communications-related matters.



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