

# Israel Public Relations outfit conducts war exercise “responding to simulated missile attacks by Iran & Syria”

By [Global Research](#)

Global Research, April 12, 2007

Israel News Agency 23 March 2007

Region: [Middle East & North Africa](#)

Theme: [US NATO War Agenda](#)

In-depth Report: [IRAN: THE NEXT WAR?](#)

## Israel PR Public Relations Pros Hold Syria, Iran War Exercise

Jerusalem — March 23, 2007..... Israel, Jewish, Christian PR public relations and media professional volunteers throughout the world are presently conducting a virtual war exercise responding to simulated war missile attacks by Iran and Syria on Israel, US, UK civilian and military facilities.

The PR crisis communications and image war exercise is presently being held in [IsraelPr](#), a closed professional room on Yahoo Groups.

“As Israel’s IDF Homefront command is presently holding exercises to protect Israel’s civilian population in the event of conventional and non-conventional warfare, Israel must be prepared to win the image and digital battle as well,” said Joel Leyden, creator and co-moderator of IsraelPr.

“Israel knows very well that the war of bullets can be won or lost by how images are projected in the international media. Israel needs to respond rapidly with honest and accurate images and soundbytes. Global PR and media professionals at IsraelPr are now providing real-time, crisis communications consultancy to Israel’s Prime Minister’s Office, the Ministry for Foreign Affairs, the Israel Defense Forces, the Israel Ministry of Defense and the Israel Police.”

Leyden states that IsraelPr, which has nearly 300 professional members based in Israel, Europe and North America are still seeking additional professional and seasoned public relations, public affairs and media professionals in addition to print, broadcast and Internet journalists.

“Israel has spokespeople, but they are limited by both professionalism and financial budget. IsraelPr serves as the “reserve” force for these governmental spokespeople in Jerusalem and around the world in times of crisis and war.”

Israel Pr, which was created in 2004, states that their mission is: “the place for Israeli and Jewish PR professionals to create and share information. Only the most professional, respected and experienced commercial and governmental PR and media pros are invited to participate in this room. We will formulate strategic image policy and crisis communications for Israel in addition to sharing news releases, soundbytes and media contacts. The forum

also serves as an effective commercial network. Members are allowed to advertise their services twice a month. This professional network has co-moderators and representatives in Israel, Europe and North America. This is a private, non-profit, resource group and discussion forum. This room is not affiliated with any one governmental or non-profit entity. No personal attacks. As we work together as one global team, we will save lives through implementing effective crisis media response management.”

Leyden, who owns an international public relations, crisis communications management and Internet marketing firm in Israel, has served as a professional advisor to Israel’s Prime Minister’s Office, Foreign Ministry, Defense Ministry and the Israel Defense Forces. He states that when applying to join IsraelPr candidates must provide their names, professional public relations, public affairs, advertising, journalism experience and contact details.

The original source of this article is Israel News Agency  
Copyright © [Global Research](#), Israel News Agency, 2007

---

**[Comment on Global Research Articles on our Facebook page](#)**

**[Become a Member of Global Research](#)**

Articles by: [Global Research](#)

**Disclaimer:** The contents of this article are of sole responsibility of the author(s). The Centre for Research on Globalization will not be responsible for any inaccurate or incorrect statement in this article. The Centre of Research on Globalization grants permission to cross-post Global Research articles on community internet sites as long the source and copyright are acknowledged together with a hyperlink to the original Global Research article. For publication of Global Research articles in print or other forms including commercial internet sites, contact: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)  
[www.globalresearch.ca](http://www.globalresearch.ca) contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available to our readers under the provisions of "fair use" in an effort to advance a better understanding of political, economic and social issues. The material on this site is distributed without profit to those who have expressed a prior interest in receiving it for research and educational purposes. If you wish to use copyrighted material for purposes other than "fair use" you must request permission from the copyright owner.

For media inquiries: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)