



## **David Baker**

*Israel Prime Minister's Office Senior Foreign Press Executive*

Topic:

- **DAVID & GOLIATH: WHICH IMAGE DOES ISRAEL CLAIM IN THE INTERNATIONAL PRESS – AND WHAT WE ARE DOING TO STRENGTHEN ISRAEL'S IMAGE? A PREPARED ADDRESS ILLUSTRATED BY EXAMPLES, TO BE FOLLOWED BY A LIVELY QUESTION & ANSWER SESSION ABOUT ALL KEY TOPICS FACING ISRAEL – DIPLOMATIC, MILITARY AND CURRENT EVENTS – FROM THE PERSPECTIVE OF ONE OF ISRAEL'S SENIOR "INSIDE" MEDIA RESPONDERS BASED IN THE PRIME MINISTER'S OFFICE**

Since August, 2000, David Baker has served as the Jerusalem-based Senior Foreign Press Coordinator of the Prime Minister's Office. A native of New York City, Baker liaises between the Prime Minister's Office and the international media, explaining policies, "marketing" Israeli government spokespeople to the international media and serving on the front lines of Israel's media battleground. Baker lectures extensively in North America, both on university campuses and within the Jewish and Christian communities.

Prior to his work in the Prime Minister's office, Baker worked as a writer and editor for the Ministry of Education's international relations division and as a journalist for several English-language publications in Israel. He graduated from the State University of New York at Buffalo and made Aliyah to Israel in 1985. Baker holds the rank of Captain as a reserve officer in the IDF Spokesperson's Unit.