

TRANSCRIPTS AND DESCRIPTIONS OF
EDWARD BERNAYS TAPES

BETA 1 – ELB ON RUDER FINN

Begins with Bernays interviewed about Ruder Finn
Case and their being prosecuted
Woman talking in background audio – on phone

VG Hand-held shot

00.04.06 - Phone rings – Bernays gets up and goes to
answer it – VG shot
“so I would have nothing to do with them” as he walks
across

Heather talking on phone

00.05.03 Bernays standing – “It happened – did it
surprise you?” – G hand held

END OF TAPE – VV SHORT

BETA 2 – EDDIE BERNAYS AT HIS 103RD
BIRTHDAY CELEBRATION

00 – VG shot of Bernays on sofa – describing the soap
sculpture contest – how they got them into an art
gallery – got well known art critics to come – then got
the prize sculpture in the Met

00.03.10 – Camera pulls out to show people around
him

Asks them what they do – they say public relations
Then he defines PR as against publicity – NOT VG

00.05.01 – Defines a good Public Relations Counsel –
and how he knows the social sciences like psychology
– and applies the findings to the actions and attitudes
of the client – and he gets paid as much as a lawyer –
because the whole life of the client is dependent on
these actions – you have to study the social sciences –
which is psychology – in order to be able to tell the
corporation on what to do to win the support of the
public on whom they are dependent – any one can