

Shelley:

The following is my first draft, whaddya think?

Harold Burson
Chairman
Burson-Marsteller
230 Park Ave. So.
New York NY 10003

4 September 1995

Dear Harold:

I am writing to invite you to participate in a program that we announced at last year's Creativity in Public Relations Awards dinner and that I believe has the potential to become one of the most important in our profession: the new annual Edward L. Bernays Award for Excellence in Public Relations.

We have been cooperating with Mr. Bernays' family in the months since his death to find a way to honor his memory and to spotlight the work of modern-day professionals that lives up to the Bernaysian ideal of what this profession is all about: work that impacts public behavior and an organization's bottom line.

The Bernays Award will be presented once a year to an institution, individual or public relations program that a panel of industry leaders selects as best representing the ideals that Mr. Bernays devoted his life to promoting. We will accept nominations, but we will also ask the judges to bring their own opinions and experience to the room.