

EDWARD L. BERNAYS: A SHORT BIOGRAPHY

Edward L. Bernays created and named the profession of counsel on public relations. Largely because of his writings, teachings and lectures, public relations has developed as a profound influence in the United States and the free world. In 1923, he wrote the seminal book on the subject, Crystallizing Public Opinion which laid down the principles, practices and ethics of the profession. In that same year, he taught the first course in public relations at an institution of higher learning at New York University. A nephew of Sigmund Freud, he pioneered the application of the social sciences to public relations. He has become a legend in his own lifetime.

The clients that have made up Mr. Bernays' diverse practice read like a blue book of organizations and individuals. In partnership with his wife, Doris Fleischman Bernays (deceased) he has advised presidents of the United States from Calvin Coolidge through Dwight David Eisenhower; legendary figures such as Enrico Caruso, Nijinsky, Samuel Goldwyn, Thomas A. Edison and Eleanor Roosevelt; and industrial tycoons, among them Henry Ford, Henry Luce, George Washington Hill and Alfred E. Sloan, Jr. He has served as counsel on public relations to the United States Departments of State, Health Education and Welfare, and Commerce. He has advised United States bureaus, educational institutions, broadcasting systems, newspapers and periodicals, industrial and financial institutions, professional and trade associations, labor unions and numerous individuals. He is responsible for many constructive national movements, social changes and trends and has been at the center of decisive changes of our time, many of which he initialized. Mr. Bernays' career highlights include:

Journalist, New York City 1911-1915
Editor, Dietetic & Hygiene Gazette
and Staff member, Medical Review
of Reviews 1913
Producer, "Damaged Goods," by
Eugene Brieux 1913
Partner, Metropolitan Musical Bureau,
1915-1916
Publicity Manager, Diaghileff Russian
Ballet tour in U.S. for Metropolitan
Opera Company 1915-1916
Served with United States
Committee on Public Information, N.Y. and
at Peace Conference, Paris 1918-1919
Associate Commissioner, U.S. Department
of Commerce at Paris Exposition 1925
Counsel on PR to Light's Golden Jubilee 1929

Public relations director, New York World's Fair
1939
Consultant, U.S. Army, Navy, Air Force, Treasury
Department, World War II 1941-1945
Public Relations Counsel to Dept. of Commerce and
Foreign Affairs Officer Consultant, U.S. State
Bureau of Educational and Cultural Affairs
1971-1975
Consultant, U.S. Dept. of Health, Education and
Welfare 1971
Consultant, Mental Health Dept.,
Massachusetts 1970-1972
Consultant, U.S. Dept. of Commerce 1977-80
Consultant, U.S. Council for the International
Year of Disabled Persons 1979-1981

In addition, Mr. Bernays has carried out a wide range of services for the national and state governments. His civic activities in New York and Cambridge, Massachusetts, have covered diverse fields of action. He has participated in the work of many human service organizations.

Mr. Bernays graduated from Cornell University in 1912. Boston University gave him an honorary doctorate in Humanities in 1966, and Babson College gave him an honorary Doctor of Law degree in 1977. Since then, he has received several other honorary degrees. Additionally, he has been professor of Public Relations at New York University, Boston University and the University of Hawaii.

Among his varied awards are the rank of Officer of Public Instruction (France 1966) and the King Christian X Medal (Denmark 1946). He has received the Medallion of Honor of the City of New York (1961), the Honor Award of Ohio University (1970), the Achievement Award of the Public Relations Society of America's Chicago Chapter (1976), the Golden Anvil Award of the Public Relations Society of America (1976), the President's Award of the International Public Relations Society (1978), the Lincoln Award of the N.E. chapter of the Public Relations Society of America, (1979), the First Teacher of Public Relations Award of the Association for Education in Journalism (1980), the Golden Trumpet Award of the Chicago Publicity Association (1981), and the Conspicuous Achievement Award of the DeWitt Clinton Alumni Association (1981).

Mr. Bernays is a trustee of the New England Conservatory of Music, and honorary board member of the National Multiple Sclerosis Society. He is a member of the advisory board of the Edward R. Murrow Center of the Fletcher School of Law and Diplomacy of Tufts University, and a member of the Public Communications Seminar at Columbia University. He is president of the Edward L. Bernays Foundation, founded in 1946, which has served many public causes.

Mr. Bernays has written and/or edited fourteen books on public opinion and public relations, and has contributed to numerous periodicals. Simon & Schuster published his memoirs, Biography of an Idea in 1965, and F.W. Faxon Company published a bibliography of the Bernayses, Public Relations, The Edward L. Bernayses and the American Scene (1978).

Mr. Bernays is the parent of two daughters: Doris Held, psychological therapist and wife of Richard Held, Chairman of the Massachusetts Institute of Technology. Psychology Department; and Anne Bernays, novelist and wife of Justin Kaplan, Pulitzer Prize winner. He has six grandchildren: Lucas, Julia and Andrew Held; and Susanna, Hester and Polly Kaplan.