

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	Public relations director, New York World's Fair 1939
Editor, Dietetic & Hygiene Gazette	Consultant, U.S. Army, Navy, Air Force, Treasury Department, World War II 1941-1945
and Staff member, Medical Review of Reviews 1913	Public Relations Counsel to Dept. of Commerce and Foreign Affairs Officer Consultant, U.S. State Bureau of Educational and Cultural Affairs 1971-1975
Producer, "Damaged Goods," by Eugene Brieux 1913	Consultant, U.S. Dept. of Health, Education and Welfare 1971
Partner, Metropolitan Musical Bureau, 1915-1916	Consultant, Mental Health Dept., Massachusetts 1970-1972
Publicity Manager, Diaghileff Russian Ballet tour in U.S. for Metropolitan Opera Company 1915-1916	Consultant, U.S. Dept. of Commerce 1977-80
Served with United States Committee on Public Information, N.Y. and at Peace Conference, Paris 1918-1919	Consultant, U.S. Council for the International Year of Disabled Persons 1979-1981
Associate Commissioner, U.S. Department of Commerce at Paris Exposition 1925	
Counsel on PR to Light's Golden Jubilee 1929	