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## PR 'father' says his child needs training

By David Purcell

Staff writer of The Christian Science Monitor

**E**DWARD L. Bernays, the father of public relations, doesn't like the way his child is growing up. What the errant boy needs, he seems to say, is a better sense of identity and a strong dose of discipline.

During lunch at Boston University recently, Mr. Bernays assessed the field he pioneered 65 years ago. The problem today, he says, is that there is a great "ignorance" of what public relations is.

"If you look in the telephone book, and there are 120 people calling themselves public relations practitioners, undoubtedly many of them are good press agents and good publicity people. And if they called themselves that, it would be a fair title. But it has no relationship to public relations," the nonagenarian says.

Boston



BOSTON UNIVERSITY PHOTO SERVICE

Please see BERNAYS back page · Public relations originator Bernays

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