



# City of Cambridge

57.

IN CITY COUNCIL

COUNCILLOR DUEHAY  
MAYOR WOLF

September 16, 1991

WHEREAS: On Thursday, November 14, 1991, Dr. Edward L. Bernays will be honored by the Rotary Club of Cambridge on the occasion of the celebration of his 100th Birthday; and

WHEREAS: Dr. Bernays, widely recognized as the founding father of public relations, is a published author, renowned lecturer and advisor to the United States Presidents and Captains of industry; and

WHEREAS: Dr. Bernays graduated from Cornell University in 1912 and received an honorary doctorate in Humanities from Boston University in 1966 and an honorary Doctor of Law in 1977 from Babson College; and

WHEREAS: Dr. Bernays has been honored for his works, being the recipient of the rank of Officer of Public Instruction (France, 1946), the King Christian X Medal (Denmark, 1946), and the Medallion of Honor of the City of New York to cite a few; and

WHEREAS: Dr. Bernays has contributed his time and many talents to the community serving as a Trustee of the New England Conservatory of Music and honorary board member of the National Multiple Sclerosis Society; and

WHEREAS: Dr. Bernays is the proud parent of two daughters, Doris Held and Anne Bernays and the proud grandfather of six; now therefore be it

RESOLVED: That this City Council go on record extending its heartiest congratulations and best wishes to Dr. Edward L. Bernays on the occasion of his Centennial birthday and wish for him continued health and happiness; and be it further

RESOLVED: That the City Clerk be is hereby is requested to prepare a suitably engrossed copy of this resolution for presentation to Dr. Edward L. Bernays on behalf of the entire City Council.

In City Council September 16, 1991.

Adopted by the affirmative vote of nine members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;  
ATTEST:-

*Joseph E. Connarton*

Joseph E. Connarton, City Clerk

Consent

September 16, 1991

Councillor Duchay

Whereas: On Thursday, November 14, 1991, Dr. Edward H. Bernays will be honored by The Rotary Club of Cambridge on the occasion of the celebration of his 100th Birthday; and

Whereas: Dr. Bernays, widely recognized as the founding father of public relations, is a published author, renowned lecturer and advisor to United States Presidents and Captains of industry; and

Whereas: Dr. Bernays graduated from Cornell University in 1912 and received an honorary doctorate in Humanities from Boston University in 1966 and an honorary Doctor of Law in 1977 from Babson College; and

Whereas: Dr. Bernays has been honored for his works being the recipient of the rank of Officer of Public Instruction (France, 1946), the King Christian X Medal (Denmark, 1941) and the Medallion of Honor of the City of New York to cite a few; and

Whereas: Dr. Bernays has contributed his time and many talents to the community serving as a Trustee of the New England Conservatory of Music and an honorary board member of the National Multiple Sclerosis Society; and

Whereas: Dr. Bernays is the proud parent of two Daughters, Doris Held and Anne Bernays and the proud grand father of six; now therefore be it

Resolved: That this City Council go on record extending its heartiest congratulations and Best wishes to Dr. Edward C. Bernays on the occasion of his Centennial birthday and wish for him continued health and happiness; and be it further

Resolved: That the City Clerk be & hereby is requested to prepare a suitably engrossed copy of the resolution for presentation to Dr. Edward C. Bernays on behalf of the entire City Council.



820 Massachusetts Avenue  
Cambridge, Massachusetts  
02139-3296

(617) 661-9622

July 30, 1991

Mr. Frank Duehay  
City Councillor  
City Hall  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Frank,

At the suggestion of Walter J. Sullivan, I am writing to invite you to sponsor a City Proclamation honoring **DR. EDWARD L. BERNAYS** on the occasion of the celebration of his **100th BIRTHDAY**. As a Cambridge neighbor of yours, Dr. Bernays is deserving of the recognition that will be accorded him on his Centennial birthday!

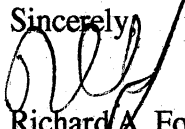
The Rotary Club of Cambridge will host Dr. Bernays as its honored guest and keynote speaker on **THURSDAY, NOVEMBER 14, 1991** at 12:15 PM at the Howard Johnson Hotel (777 Memorial Drive, Cambridge). Best known as the "father of public relations in America", Dr. Bernays will speak on his remarkable life and career.

I have enclosed a packet of material on Dr. Bernays, to assist you and your staff in preparing a suitable City Proclamation. If I may provide any additional assistance, please let me know.

You are welcome to be our guest at the Rotary Club meeting and present the proclamation to Dr. Bernays. Dr. Bernays actual birthday is November 22nd, a week following.

Thank you, Frank, for your support.

Sincerely,

  
Richard A. Foot  
YMCA President  
President, Rotary Club of Cambridge

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United Way

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To put Christian principles  
into practice through programs  
that build healthy body,  
mind, and spirit for all.

# Business

THE BOSTON GLOBE • MONDAY, DECEMBER 17, 1990



GLOBE STAFF PHOTO / JONATHAN WIGGS

**BOOSTING MORALES** — *Edward Bernays, known as the father of public relations, has been visiting college campuses recently, talking to students as he celebrates his 99th birthday. Last week he visited the University of Massachusetts at Amherst, where he tried to boost morale on a campus gloomy under waves of budget cuts. Bernays met with staff members for two hours, held a two-hour press conference, and, after lunch, lectured to several classes.*



**Founding father** — Dr. Edward L. Bernays, of Cambridge, widely recognized as the founding father of public relations, will speak to the Marblehead Rotary Club on Thursday, Sept. 13, at the Boston Yacht Club in Marblehead. Bernays will celebrate his 99th birthday in November.

Bernays

INTRODUCTION OF  
DR. EDWARD L. BERNAYS

Marblehead Rotary Club  
Thursday, September 13, 1990

by Frank J. Zeo



Dr. Edward L. Bernays, the father of public relations, created and named the vocation of public relations. He wrote the first book on the subject in 1923, "Crystallizing Public Opinion", outlining the principles, practices and ethics of the field. He also gave the first university course in the vocation at New York University in 1923. He has been Professor of Public Relations at the University of Hawaii and Boston University, and has lectured at many universities throughout the country.

In partnership with his wife, now deceased, he has advised newspapers, magazines, TV and radio broadcasting systems, business and financial institutions, trade and professional associations, and individuals on their relations with the publics on whom their viability depended. Henry Luce, David Sarnoff, Alfred Sloan, Jr., Eleanor Roosevelt, Thomas Edison, and Enrico Caruso are among the well-known names he has been associated with.

He has advised presidents from Calvin Coolidge to Dwight Eisenhower, and has been Public Relations Consultant to the U.S.

State Department, the Department of Commerce, the Department of Health, and the Department of Education and Welfare. In World War I he was a Staff member of the U.S. Committee on Public Relations both here and at the Peace Conference in Paris. In World War II he was Co-Chairman of a committee that provided books for our forces overseas, and he lectured on public relations strategies and tactics to our armed forces at various locations. He is at present Honorary Chairman of the United Service Organization of New England.

He is the author of fourteen published books on public relations and public opinion. He has received decorations from France and Denmark, and many other honors from U.S. Organizations.

He has Honorary Degrees from Boston University, Babson College, Ball State University, and Northeastern University. He is an Honorary Chairman of Careers for Later Years and is a member of social service groups.

After living in New York for seven decades, he and his wife moved so that he might finish his memoirs. He has spent the last three decades carrying on his practice, saving the sycamores on Memorial Drive and fighting for the public good.

# The engineering of consent

EDWARD L. BERNAYS

**D**ramatic changes in our society, since the turn of the century, have made knowledge and practice of good relationships with publics essential to business. Business has internal publics, personnel and prospective personnel and external publics, the general public, the community, customers, prospective customers, purveyors and stockholders, government at all levels.

Good public relations covers all relations of a unit with its publics. It strives for adjustment between principal and publics, based on coincidence of the private and public interest.

In the last 50 years, technology, transportation and communication have transformed our society. We are all closer to one another. Pervasive people-power dominates politics and all society's institutions.

Prophetically Abraham Lincoln said over a hundred years ago: "Public sentiment is everything. With public sentiment nothing can fail. Without it nothing can succeed."

Opinion polls show public confidence and trust in business have declined in this period. The public today demands social performance from big and small business alike. Among challenges to corporations, of public concern, are size, wealth, political influence, product reliability, truth in advertising, equal opportunity, sex discrimination, health and safety in the work place, air, water and waste pollution. Inflation, high prices, public visibility of transgressions of some big businesses intensify public dissatisfactions with all business. Public demands cannot be ignored by any business.

No one doubts people-power and our dependence on attitudes and actions of our publics towards us. To meet objectives, every business must be in adjustment with its own publics. This means well thought out planning and action to win publics' support. This holds for all business, the beneficent monopoly, the member of an oligopoly, the individual

manufacturer, wholesaler, retailer; in fact for every individual.

No one any longer is an island unto himself. We are all part of a whole. Every business can apply what my wife, my professional partner and I have learned in 56 years of working together on the public relations problems of Aviation Corporation of America, Beechnut Packing Company, J.I. Case Company, Continental Baking Company, Inc., General Baking Company, General Electric Company, General Motors Corporation, Hart Schaffner & Marx, Inc., Philco Radio and Television Corporation, Procter & Gamble Company, United Fruit Company and varied clients, large and small, profit and non profit.

Our recommendation program deals with present public attitudes and actions and anticipates future actions. As long ago as the 1930s, Alfred P. Sloan, Jr., president of General Motors Corporation had a specialist on the payroll, reporting to him alone. He watched and reported on trends that might affect manufacture and sales of motor cars, such as imposition of speed limits, width of new roads, auto taxes and the like. His findings became a basis for company action or inaction. Anticipating the future no longer rests on hunch and insight. Barring earthquakes, hurricanes and New England blizzards (and even they can be forecast to a limited extent), logical sequences of events today may be forecast.

In 1947, in an article in the *Annals of Social and Political Science*, we used the term "engineering of consent" to describe our activity. Thomas Jefferson maintained that consent of the governed was the basis of democratic government. Engineering of consent applies his thought to business in our finance capitalist democracy. An engineering approach is essential because of the myriad choices to be made and interests to be dealt with — internal and external publics, their group leaders and opinion molders, the broadcast and print media. Engineering of consent deals both with attitudes and actions

of the business man, consistent with coincidence of the public and private interest and their communication to the publics concerned, to inform and persuade.

Here is the eight-point program for the engineering of consent to be carried out by the CEO, the public relations director or/and the counsel on public relations for the specific business.

1. Define goals or objectives.
2. Research publics to find whether goals are realistic, attainable and how.
3. Modify goals if research finds them unrealistic.
4. Determine strategy to reach goals.
5. Plan actions, themes and appeals to publics.
6. Plan organization to meet goals.
7. Time and plan tactics to meet goals.
8. Set up budget for out of pocket expenses for the program.

Goals must be based on a coincidence of the public and private interest. We discard the thesis of Milton Friedman, Chicago University economist, that the sole purpose of business is profit. In a democratic society, profit is also derived from serving

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Edward L. Bernays, 87, acknowledged by *Time* and other authorities as U.S. Publicist 1 and father of professional counsel on public relations laid down the principles, practices and ethics of the profession he founded and named in his germinal book *Crystallizing Public Opinion* (1923). He taught the first university course in public relations (New York University 1923). He pioneered in many areas of practices, techniques and themes and is responsible for numerous national movements, social beliefs and trends. In great part, because of his writings, teaching and lecturing, public relations became a profound influence in the United States and the free world. He has become a legend in his lifetime. In partnership with Doris Fleischman Bernays, 87, Dr. Bernays for over half a century has had a diversified practice. He has advised presidents of the United States, U.S. government departments and bureaus, educational institutions, newspapers, periodicals, broadcasting systems, industrial and financial organizations, foundations, trade and professional associations and individuals on relations with their publics. He has counseled A.P. Giannini, George Washington Hill, David Sarnoff, Alfred P. Sloan, Jr. He helped to introduce the works of his uncle Sigmund Freud to this country. Dr. Bernays resides in Cambridge.

the public interest.

Goals or objectives may be defined in many ways: time objectives — immediate, intermediate and long term profits, attitudes and actions of customers, prospective customers, purveyors, stockholders, general public, community, government at all levels. Goals may be defined in terms of buildings, number of employees, their attitudes and actions.

Goals should be stated in simple terms, be direct and specific. Henry Ford's "Out of the trenches by Christmas" in World War I was understandable by all. So were the 14 points of Woodrow Wilson we helped to publicize in World War I. Herbert Hoover's "A chicken in every pot" was easily intelligible. So were the Four Freedoms of Franklin Delano Roosevelt. Goals may be public like these. Or private for guidance. But they should be spelled out.

Research by public opinion polling, market research and other forms of study are used to plan effectively to reach your goals. Public opinion polls appraise public attitudes and actions of your publics to you, your products or services.

Professional pollsters like the Gallops, Ropers, Harrises are available to carry out public opinion polling. Market research is available too.

If funds are unavailable for professionals, business men can usually



enlist cooperation of local university professors of marketing and public opinion research to assist them. The important thing is not to proceed blindly on hunch or so-called insight.

Research in public opinion polling may involve sampling questionnaires, tabulations, interviews, even in-depth interviews.

Research discloses adjustment and maladjustments of publics with your goals. It discloses areas of ignorance, knowledge, apathy or prejudice towards your cause. It discloses attitudes, motivations of your publics and how to reach them. It also provides bases for changes in your attitudes and actions. It indicates what favorable attitudes of your publics to intensify, whose attitudes and actions are to be converted or negated.

Research also discloses the words, pictures, symbols that are valid to convey your cause.

Research may also be applied to the particular product or service so that it may best meet the needs of your publics.

Here are some "for instances" from our past practice.

A research recommended for a large New York savings bank revealed that the dollar input of savings depended greatly on the number of people who walked past its doors. Since the bank was on a side street with few passersby, we recommended they open a branch on a street with crowded sidewalk traffic. They did. And deposits went up.

For hospitals, we recommended research techniques adopted from department store comparison shopping. A patient checked in for a hospital weekend checkup. He noted on paper every discrepancy from the expected norm during his stay, from telephone service to the time it took for a nurse to answer a call. This became the basis for change to meet the hospital's goal of patient standards.

When sales fell off for a large chain store operation in Western Pennsylvania, our research revealed the district personnel manager hired only employees of his ethnic group, in a territory, populated by a public of another ethnic group. The personnel manager was instructed to carry out non discriminatory practice in employment. Sales mounted.

Another instance: research dis-

closed the clientele of the Waldorf Astoria Hotel wanted personal service of a high order. The hotel's success and reputation depended on the attitudes and actions of the door porter, the telephone operator, front office clerk, chamber maid, bell boy, waiter and head waiter. Manuals of training and service were prepared for each category of service, with favorable results.

Research revealed children hated soap. Mothers got it into their eyes when washing them. That meant of course that they would hate soap as adults. We initiated soap sculpture competitions nationwide, in schools, with an annual exhibition and prizes, sponsored by Procter & Gamble, judged by a panel of well known sculptors. Soap sculpture became an outlet for children's creative urge. Millions of children accepted with enthusiasm the white floating soap Ivory.

We advised the gelatine manufacturers to research gelatine at the Mellon Institute in Pittsburgh. Scientists found that gelatine added to milk made it more digestible. A new market for gelatine in school luncheons opened up as a result of the research.

The United Fruit Company wanted to enlarge its market for bananas. We suggested a research of their digestibility at Children's Hospital in New York. Bananas were found to have highly digestible carbohydrates and were recommended for celiac disease of children. Pediatricians were of course notified of these findings. I recall that when I was a boy, I was forbidden bananas because they were thought indigestible.

Your research may indicate that your goals or certain of them are unrealistic and unattainable. You will then modify your goals to conform to realities.

Your research will determine your strategy. Henry Luce, founder of Time and Fortune, once said to me that the four Ms are basic to accomplishment — mindpower, manpower, mechanics and money. Decision needs to be made as to the timing and the proportions with which the four Ms are used by the business. A blitzkrieg may lead to one goal, a long term educational activity to another.

*continued on 36*

Occasionally, a strategic recommendation may be worth a great deal. At the base of their building on New York's Fifth Avenue, we noted that our client the Aeolian Company had placed a large sign which read "Reproducing Organs for the Home." We advised a change.

To increase patronage for Cartier, the jewelers, we arranged for actresses in drawing room comedies on the New York stage, to wear their jewelry and display it nightly. A credit line in the program, read by the affluent audiences that attended the plays, brought Cartier new customers.

To find a market for old masters, selling for several hundred thousand dollars or more apiece, we recommended to Seligman, New York art gallery, that they hold an exhibition of seascapes and paintings of ships through the ages and invite the members of the New York Yacht Club, many of whom owned large yachts. This was so successful we suggested an exhibition of horses, through the ages, painted and in sculpture. We invited the owners of racing stables to attend. A new crop of art buyers was the result.

Allied Chemical and Dye Corporation asked us to develop a market for synthetically produced nitrate fertilizer in the South. The problem was to dispel a myth among Southern farmers that guano, nitrate from Chilean birds, was better than our American synthetic made nitrate. It was the year before the New York World's Fair of 1939, with its trylon and perisphere. We suggested a medicine man show, a truck with motion picture screen on it and a trylon and perisphere, too. The truck was to visit small towns. The motion picture showed the efficacy of American synthetic nitrates. We engaged an advance man for the show. Invitations were sent to farmers to attend. Attractive three-sheets advertised the showings. The motion picture showings were widely attended.

The company also arranged for plantings of cotton on two plots of land on frequented roads. One had a sign, stating it was fertilized with Chilean nitrate, the other with Arcadia the American nitrate. Growth of the crops in both was of course the same. Sales of our synthetic nitrate mounted. The myth was dissipated.

Themes and appeals that project action to the public play a role in meeting objectives. These themes appeal to individual and group motivations. They are based on action, so basic to sound public relations. Actions speak louder than words. Words are used to convey reality.

For the beer industry after Prohibition, we set the theme of beer as "the beverage of moderation." We discovered through a University of Iowa home economics researcher that George Washington had enjoyed beer cake. The public visibility given to these themes helped to reestablish beer on the American scene.

We worked with book publishers to increase book sales. We found book sales depended in great part on the footage of book shelves in homes. Book shelves became our theme. We initiated a campaign aimed at builders, contractors, architects to install bookcases in the homes and apartments they built. Simultaneously, we publicized the opinion of American leaders on the role books had played in their success.

Naturally, carrying out an integrated, comprehensive public relations program requires an organized

Whether it's FTZ or ABC\*  
**New Bedford**  
and  
The Standard-Times  
**Are  
Worth  
Looking  
At**

\*Audit Bureau of Circulation

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HATHAWAY

97 Cove Street  
New Bedford  
Massachusetts

approach. In a small business, the chief executive officer assumes supervision and direction of the public relations program.

In larger organizations, the activity is carried out by a public relations director and staff, with an outside counsel on public relations. This is comparable to the legal activity in larger organizations, inside house counsel and outside counsel.

The planning and timing of tactics to meet immediate, intermediate and long term objectives should be in writing.

A detailed program manual should be prepared. It outlines objectives, strategy, organizations, themes and appeals to modify attitudes and actions of the business, as well as informational and persuasive activities aimed at your publics.

Charts should be prepared to cover all tactics to be carried out in the three time periods. The first column of each chart lists time periods by weeks or months. Succeeding columns list tactics to be carried out, in their proper time periods.

The charts also include created events, celebrations of anniversaries, conferences or other dramatic actions

to spotlight themes or appeals of interest to your publics.

For instance, for Westinghouse and General Electric, in 1929, we helped stage a worldwide celebration of Light's Golden Jubilee on the 50th anniversary of the invention of the electric light by Thomas Edison. President Herbert Hoover, Henry Ford and Thomas Edison participated in its recreation at ceremonies in Dearborn, Michigan. Thomas Edison became a folk hero.

We advised our clients Cheney Brothers, silk manufacturers, to prove to American women that their silks were acceptable in the fashion center of the world — at that time, Paris. Our Ambassador opened an exhibition of American silks at the Luxembourg Museum in Paris. News of the opening helped change attitudes in the U.S. towards American made silks.

For another client, we advised that Al Smith, then governor of the State of New York, preside at the opening of its housing development, Knickerbocker Village, built on a site where he played as a boy in lower New York. This focused national attention on this first housing development

built in part with government funds in the great depression.

It is important to make a budget at the start to cover out of pocket expenses for the public relations plan.

This should now put any business on the road to meet goals effectively, in this complex world of interest groups, group interests, group leaders and opinion molders and all members of the powerful public.

This method has proven itself. Public relations today has spread over the free world, wherever there is competition in the marketplace of ideas, products, services . . .

Libraries should prove helpful for follow up on this subject. The first book on public relations was written by this writer in 1923. Today there are some 15,000 items in the bibliographies on the subject. One of them is Scott Cutlip's Public Relations bibliography published by the University of Wisconsin Press.

Another is a recent volume of 744 pages, number 114 in their Useful Reference Series, and published by F.W. Faxon Corporation, Inc., titles: Public Relations, the Edward L. Bernayses and the American Scene.

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Headquartered in Lawrence, Massachusetts, the company boasts plants and sales offices in

Philadelphia, Pennsylvania; Atlanta, Georgia; Seattle, Washington; Paseo de la Reforma, Mexico; Montreal, Quebec; Lausanne, Switzerland and San Paulo, Brazil.

Not bad for a company that started in Lawrence back in 1905.

## Bolton-Emerson

9 Osgood Street  
Lawrence, Massachusetts 01842

# A Short Biography: Edward L. Bernays

Edward L. Bernays created and named the profession of counsel on public relations. In great part because of his writings, teachings and lecturing, 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 initiated. Mr. Bernays' career highlights included:

Journalist, New York City 1911-1915  
Editor, *Dietetic & Hygiene Gazette* & 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 Public Relations to Light's Golden Jubilee, 1929  
Member, President's Emergency Committee for Employment, 1931-1932

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 Public Events of New York, 1954  
Foreign Affairs Officer Consultant, U.S. State Department Bureau of Educational and Cultural Affairs, 1971-75  
Consultant, U.S. Dept. of Health, Education and Welfare, 1971  
Consultant, Mental Health Dept., Massachusetts, 1970-72  
Consultant, United States Dept. of Commerce, 1977-78  
Consultant, United States Council for the International Year of Disabled Persons, 1979 - 1981

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

Mr. Bernays was graduated from Cornell University, 1912. Boston University gave him an honorary doctorate in Humanities, (1966), Babson College an honorary Doctor of Law (1977). 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 1946), 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 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, 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* (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, the novelist, wife of Justin Kaplan, Pulitzer Prize winner. He has six grandchildren: Lucas, Julia and Andrew Held; and Susanna, Hester and Polly Kaplan.

FALL 1990 \$3.95

# THE LIFE 100 MOST IMPORTANT AMERICANS OF THE 20th CENTURY



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HARLEHEAD MA 01945-3545



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**AN IMAGEMAKER  
DREAMED UP THE  
INDUSTRY OF  
PUBLIC RELATIONS**

# EDWARD L. BERNAYS

"Image has become everything," grumped Bernays recently. If so, the nephew of psychoanalyst Sigmund Freud must share in the blame. It was he and future wife Doris E.

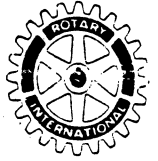
Fleischman who coined the phrase "counsel on public relations" for the business they opened in 1919, the prototype for the 2,000 or so PR firms today.

Their stunts were legendary. Kids hate soap? Make the enemy a plaything with a contest for Ivory soap sculptures. Taboo for women in the '20s to smoke cigarettes in public? Have socialites light up "torches of freedom" on Fifth Avenue—and alert the press.

Bernays reportedly turned down such would-be clients as Adolf Hitler and Francisco Franco. "I wouldn't want it on my superego that I did for money what I wouldn't do without money," he has said. At 98 Edward L. Bernays still advises clients—at \$1,000 per hour.



# NEWS from ROTARY INTERNATIONAL DISTRICT 793



P. O. BOX 1033 — MARBLEHEAD, MA 01945

PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

CONTACT: HAROLD W. FOLEY  
617/665-6466  
617/639-0064  
TELEFAX: 508/657-8950

## DR. EDWARD L. BERNAYS TO ADDRESS ROTARY

Marblehead, MA (September 10, 1990) - - The founding father of public relations, advisor to United States Presidents and industry giants, and more recently selected (by LIFE MAGAZINE) as one of "The 100 Most Important Americans of the 20th Century," Dr. Edward L. Bernays, of Cambridge, Massachusetts, is scheduled to address the members of the Rotary Club of Marblehead at the weekly luncheon meeting, Thursday, September 13, at the Boston Yacht Club. Bernays will reach his ninety-ninth birthday in November.

Dr. Bernays will be introduced by long-time friend and Past President of the Rotary Club of Boston, Mr. Frank Zeo of Marblehead.

In commemoration of the auspicious occasion, the Selectmen of Marblehead have designated Thursday, September 13, 1990 as "Dr. Edward L. Bernays Day." They plan to make an appropriate presentation in this regard during the meeting. The Rotary Club of Marblehead is one of approximately 20,000 Rotary clubs, worldwide, with a membership of nearly one million Rotarians, who devote much of their energies to community service and the fostering of international goodwill and peace.

ENG equipment welcomed.

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State Department, the Department of Commerce, the Department of Health, and the Department of Education and Welfare. In World War I he was a Staff member of the U.S. Committee on Public Relations both here and at the Peace Conference in Paris. In World War II he was Co-Chairman of a committee that provided books for our forces overseas, and he lectured on public relations strategies and tactics to our armed forces at various locations. He is at present Honorary Chairman of the United Service Organization of New England.

He is the author of fourteen published books on public relations and public opinion. He has received decorations from France and Denmark, and many other honors from U.S. Organizations.

He has Honorary Degrees from Boston University, Babson College, Ball State University, and Northeastern University. He is an Honorary Chairman of Careers for Later Years and is a member of social service groups.

After living in New York for seven decades, he and his wife moved so that he might finish his memoirs. He has spent the last three decades carrying on his practice, saving the sycamores on Memorial Drive and fighting for the public good.

DAILY EVENING ITEM  
LYNN 9-14-90



Edward L. Bernays, the legendary 98-year-old creator of public relations, may have been bounced from the New York Rotary Club for missing a meeting, but he got a warm welcome from the Marblehead club Thursday.

Item photo: Bob Crosby

## PR pioneer has his own plan for Massachusetts

By JACK BUTTERWORTH

Item Staff

**A**t 98, legendary imagemaker Edward L. Bernays is still in the battle for public opinion with a way of reversing the downward spiral of the Massachusetts economy. This weekend people will know what it is.

The white-haired Cambridge resident, credited by many with creating the public relations field in 1919 and widely known as an adviser to presidents and giants of industry, let the members of the Marblehead Rotary Club in on the existence of the plan he and two other PR men devised for Jim Howell of The Howell Group in Boston, who is scheduled to unveil it to Boston Mayor Ray Flynn on Sunday.

Bernays, named in this month's edition of Life Magazine as one of the 100 most important Americans of the 20th century, spoke with his characteristic quiet confidence as he described his 14-point plan to "inform, persuade and educate" the people of Massachusetts.

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**I don't think President Bush should have acted on his own before Congress took action. To me that seemed like a very imperialistic action.**

— Edward L. Bernays,  
adviser to presidents,  
on the Persian Gulf

crowded into the dining room at the Boston Yacht Club that he hopes to reverse the current situation to the point that his effort will be joined by Barbara Anderson and the Citizens for Limited Taxation.

He reminded them that he has earned his optimism. The first depression he saw in America was in 1921, and he responded by working successfully to get business to re-employ the ex-servicemen returning from World War I.

Bernays, whose firm handshake made an impression on many of the businessmen in the crowd, left the specifics of

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the plan for the unveiling 48 hours from now.

He had a quick, funny answer for the woman who asked what could be done to raise the level of political campaigns. “Don't vote for people who lower the level of campaigning,” he shot back.

The man who advised every American president from Calvin Coolidge to Dwight Eisenhower even offered a comment on President George Bush's response to the Persian Gulf crisis.

“I don't think President Bush should have acted on his own before Congress took action,” he said. “To me that seemed like a very imperialistic action.”

The highlight of his talk was his use of anecdotes from his long career, which he described as a series of researched answers to problems posed by struggling businessmen.

For example, the president of the Mack Truck Co. told Bernays his company's business was limited by the shortage of paved roads outside the cities and towns, because trucks couldn't run on dirt roads.

Bernays organized a luncheon for politicians and the media at New York's most prestigious hotel, where the businessman called for two superhighways, one running from Mexico to Canada, the other from New York to San Francisco.

Congress approved the plan, the roads were built and “That started the whole movement for roads like the Massachusetts Turnpike,” Bernays concluded.

Proctor and Gamble feared that children would grow up to hate soap because parents got it in their eyes washing their faces. Bernays popularized soap sculpture in the schools.

When Beechnut Packing couldn't sell bacon, Bernays popularized it as part of a heavy breakfast. Gelatine sales were down until Bernays publicized it as baby food for children who couldn't eat milk without it.

Life mentions how Bernays popularized smoking for women after learning from a psychiatrist that cigarettes represented torches of freedom to women and organized a protest smoking demonstration in an Easter Parade, as a protest.

Before the dinner a reporter approached him to ask if he ever had second thoughts about that, in view of the relationship between smoking and cancer.

“My uncle was Sigmund Freud, and that gave me a psychology background,” Bernays explained. “When the surgeon general issued his statement (linking smoking to cancer), I wrote to 20 of the most important people in the country and obtained statements which I used to convince the government not to permit radio stations to advertise cigarettes.”

“After those statements were printed, the Federal Communications Commission took action and there were no tobacco advertisements permitted on radio, and then television did the same.”

“I believe that stopped millions of people from smoking.”

Bernays, whose longtime friend, Frank Zeo, had Thursday named Edward Bernays Day in Marblehead in his honor, received a plaque from Chairman Thomas McNulty of the selectmen as well as the club.

# Living

Marblehead Reporter September 20, 1990



**Marblehead pays tribute** — Selectmen declared Sept. 13 Dr. Edward L. Bernays Day in honor of the appearance of the father of public relations before the Marblehead Rotary Club. Making the presentation is

Marblehead Board of Selectman Chairman Thomas McNulty. Life magazine this month selected Bernays, who will turn 99 in November, as one of the 100 most important Americans of the 20th century.

(Photo by Lynn Sears)

## Father of public relations shows the importance of people power

By Lynn Sears

Picture, if you can, a cigarette as the symbol of a woman's torch of freedom. Hard to imagine? That's exactly what it became when debutantes sported these brilliant torches years ago in the Easter Parade.

Chalk it up to the incredible power of public relations.

Dr. Edward L. Bernays, who created and named public relations, talked about that power at the Marblehead Rotary Club last Thursday. Those in the packed room at the Boston Yacht Club saw why the power behind public relations is Bernays himself. The buzz around the dining room after his speech concluded that the articulate man speaking simply couldn't be a full 98 years old. It's no wonder that Life magazine this month included Bernays as one of 100 eminent Americans.

A much younger Bernays, then a theatrical publicist, read a story in the New York Times about how the United States planned to use ideas as "weapons of war." President Woodrow Wilson had just launched the U.S. Committee of Public Information to educate the public about about his wartime strategy and to convince other world powers to fight for democracy and win "the war to end all wars."

Bernays applied for a position on the committee and began his part in the fight to win the war.

Goals were set up, one of which was "freedom of the seas."

"When Switzerland read that, they came over to our side," he said.

"Independence for ethnic entities," another goal, "brought Estonia, Lithuania and Latvia over to our side."

After World War I, Bernays realized his work had only begun.

"I decided that if ideas can be used as weapons of war, they can be used as weapons of peace," he said.

In 1923, he wrote "Crystallizing Public Opinion," a book that laid

down the principles, practices and ethics of the profession. He also began to teach the first course in public relations at New York University.

He quotes Thomas Jefferson as providing the essence of public relations: "Without the consent of the public, no institution can succeed."

It was people power he had in mind the day he received a call from the president of the American Tobacco Company. The tobacco executive wanted Bernays to solve a problem: "Women are not permitted by men to smoke on the streets" but must instead smoke secretly at home.

This was long before cigarettes were deemed hazardous to one's health and long before the current and lamentable "You've come a long way, baby" campaign took on a similar theme.

Bernays, who already had a respect for the powers of the mind through influence from his uncle Sigmund Freud, decided to spend \$125 for a few minutes with a psychiatrist. He came away with an idea to use cigarettes as vehicles to symbolize man's inhumanity to women.

He next tried to come up with a day of freedom on which to launch his campaign. July 4 was a natural, but he figured there was too much going on that day already. He then hit on Easter Sunday as a day that symbolized the renewal of spirit.

The next step of the campaign, Bernays said, was to call some prominent New York debutantes and ask them if they'd like to light "torches of freedom" in the Easter Parade to protest man's inhumanity to women because men don't let women smoke in public.

The debs. fired up their torches and marched in the parade. Women from San Francisco to Philadelphia also began to carry the torch, and within six weeks, Bernays said, 39 theaters that had not allowed women in public smoking rooms, lifted the ban.

The bottom line, of course, was that more cigarettes were sold, making the president of the American Tobacco Company a very happy man.

He applied the same "consent-of-the-public" principle the day Procter & Gamble gave him a call.

The problem was soap — a necessary product with a negative image.

"Kids hate soap because their mothers wash their faces and get it into their eyes," Bernays said. As adults, people still remember the sting.

Bernays did some research and found sculptors who used soap instead of wax. He helped Procter & Gamble begin a soap sculpturing contest in the public schools, substituting soap for the wax traditionally used in classrooms. The resulting works of art were displayed in exhibits across the country. Bernays also appealed to American frugality by pointing out that the soap left over could be used for cleaning the school rooms.

"The sale of soap went up," Bernays said, "and today most schools still use soap in art classes."

Those are only two examples of many he gave Rotarians on the real strength of people power.

Other fascinating stories include how the United States system of highways was generated through a public relations campaign between Bernays and Mack Trucks, how he launched a campaign equating health with substantial breakfasts through a contract from the bacon industry, and how gelatin manufacturers enlisted him to stress the healthful aspects of their product.

Bernays through the years has advised presidents of the United States from Calvin Coolidge through Ike and counseled legendary figures such as Enrico Caruso, Nijinsky, Samuel Goldwyn, Thomas Edison and Eleanor Roosevelt. Industrial tycoons,

Continued on Page 8

## **People power. . .**

Continued from Page 1

such as Henry Ford, Henry Luce, and Alfred Sloan Jr., have also asked for advice. He has advised United States bureaus, educational institutions, broadcasting systems, newspapers, financial institutions, labor unions and numerous institutions.

As he prepares for his 99th birthday in November, Bernays isn't quite ready to drop out of the public relations picture. His current project, in collaboration with others, is to devise a plan to pull Massachusetts out of its current disastrous financial plight.

Sound impossible? Remember, Bernays is the man who got the American public to equate cigarettes with torches of freedom. There may be hope for the commonwealth yet.

**SAVE THE DATE!!!**

**GALA 100TH BIRTHDAY CELEBRATION  
FOR  
DR. EDWARD L. BERNAYS**

**DATE: Friday, November 22, 1991**

**TIME: 7:00 PM  
Reception and Dinner**

**PLACE: Hotel Charles  
Cambridge, Massachusetts**

**RESERVATIONS: \$50.00 (estimated)**

Your name has been added to the invitation list. You will receive a preliminary announcement from Hill & Knowlton, Public Relations, in late August or early September.

**THIS WILL BE AN INTERNATIONAL EVENT.**

**Frank J. Zeo  
617-631-6992 home  
617-245-0570 office**



# City of Cambridge

57.

## IN CITY COUNCIL

COUNCILLOR DUEHAY

September 16, 1991

WHEREAS: On Thursday, November 14, 1991, Dr. Edward L. Bernays will be honored by the Rotary Club of Cambridge on the occasion of the celebration of his 100th Birthday; and

WHEREAS: Dr. Bernays, widely recognized as the founding father of public relations, is a published author, renowned lecturer and advisor to the United States Presidents and Captains of industry; and

WHEREAS: Dr. Bernays graduated from Cornell University in 1912 and received an honorary doctorate in Humanities from Boston University in 1966 and an honorary Doctor of Law in 1977 from Babson College; and

WHEREAS: Dr. Bernays has been honored for his works, being the recipient of the rank of Officer of Public Instruction (France, 1946), the King Christian X Medal (Denmark, 1946), and the Medallion of Honor of the City of New York to cite a few; and

WHEREAS: Dr. Bernays has contributed his time and many talents to the community serving as a Trustee of the New England Conservatory of Music and honorary board member of the National Multiple Sclerosis Society; and

WHEREAS: Dr. Bernays is the proud parent of two daughters, Doris Held and Anne Bernays and the proud grandfather of six; now therefore be it

RESOLVED: That this City Council go on record extending its heartiest congratulations and best wishes to Dr. Edward L. Bernays on the occasion of his Centennial birthday and wish for him continued health and happiness; and be it further

RESOLVED: That the City Clerk be is hereby is requested to prepare a suitably engrossed copy of this resolution for presentation to Dr. Edward L. Bernays on behalf of the entire City Council.

Consent Order # 57

Councillor duehay resolutions on the 100th  
birthday of Dr. Edward L. Bernays.

In City Council,

Sept. 16, 1991

*Order adopted*

*S-1008*

*Mayor Wolf*