



2021 Edward L. Bernays Achievement Award Submission Deadline: Friday, May 20, 2022

Purpose of the Award: The annual Bernays Achievement Award is the highest honor bestowed by the Maine Public Relations Council (MPRC) to a single practitioner. An honorary member of MPRC until his death, Edward Bernays is recognized as the “father of public relations” for a lifetime of work integral to the recognition of public relations as a profession with scientific grounding. In his spirit, this award recognizes a public relations professional who has exhibited extraordinary achievement and outstanding leadership in the public relations profession, along with community service and unmatched professional integrity and ethical behavior in their practice of public relations.

Eligibility: The nominee must meet the following minimum criteria:

Be a member in good standing of MPRC.

Have at least 15 years of experience in the public relations/communications profession.

Nomination Process: Any current MPRC member can nominate another member or self-nominate.

How to Nominate: The material submitted is the key piece for scoring the nomination. Nominees should provide the following information using the guidelines specified. Do not include any pages or materials other than requested. Do not include any samples of work. The judges will not consider any information other than what is requested.

The nomination must include:

1. The nomination cover sheet (see Page 3) with complete contact information for you and the nominee
2. A copy of the nominee’s current resume (2-page maximum)
3. One or two letters of reference from the nominee’s current supervisor, key client or other appropriate person (No more than two letters in total)
4. One single-spaced page per section below:
 - a. **Section I – Professional Activities:** Please list all past and present examples of involvement in professional organizations and activities, including a description of participation (offices held, etc.), years of involvement, any awards or recognitions received with an emphasis on public relations activities and work in MPRC, PRSA, UAB and similar Maine groups. Also list professional accreditations, advanced degrees, coursework, etc.
 - b. **Section II – Community Service:** Please list all past and present involvement in community service organizations and/or projects. Give the name of the organization, the year(s) of service, a description of activities, and any awards or recognitions received.
 - c. **Section III – Career Achievement:** Please describe the nominee’s career progression to current position, career successes, work as a mentor or advisor to others and any other relevant information.

Deadline for Submission: Nomination forms must be received by Friday, May 20, 2022. Nominations received after that date will not be considered. If a nominee is not selected, they will be eligible in future years, but their nomination must be resubmitted. **Entries should be emailed to: Michelle Clements at mclements@pwd.org.**

Questions: Please contact Michelle Clements, Treasurer at 207.228.4897 or mclements@pwd.org.

Selection Process: Nominations will be reviewed by a four-member Selection Committee. This committee will be comprised of two past Bernays winners selected by the MPRC President and two current MPRC Board members (the immediate past President and the current Awards Chair, or any other two Board members appointed by the current MPRC President). If a Board member is nominated, he or she may not participate in the review process.

Prior to review by the Selection Committee, the entire slate will be sent to the MPRC Board for ratification. The Selection Committee will meet to review and score all submissions and make the final decision among candidates based on a combination of the scoring process and committee discussion.

Notification and Presentation of Award: The MPRC President will contact the recipient and the nominator, although no public announcement will be made prior to the award presentation.

Past Winners

2020 – Michelle Clements, APR

2019 – Eric Blom, APR

2018 – Paul Badeau

2017 – Nancy Roberts, APR

2016 – John Lamb, APR

2015 – Linda Varrell, APR

2014 – No submissions received

2013 – No submissions received

2012 – Susan Tompkins

2011 – Nancy Marshall

2010 – Jon Paradise

2009 – John Diamond

2008 – Russ Donahue

2007 – Wayne Clark

2006 – Dan Marois

2005 – Midge Vreeland, APR

2004 – Michael Bourque, APR

2003 – Tony Payne

2002 – Kathleen Duris Tarbox, APR

2001 – Linda Frechette

2000 – Judy Katzel, APR

1999 – Stephen H. McCausland

1998 – Mark Ishkanian, APR

1997 – Dick Dyer, APR

1996 – Meredith Strang Burgess

1995 – Deborah Hammond

1994 – Susan Swain

1993 – Edward O'Meara

1992 – Leslie Gall

1991 – Shelley Dunn

1990 – Robert Caswell

1988 – Dan Davidson, APR

1987 – Chip Carey

1986 – James Harnar, APR

1985 – John McCatherin

1984 – Bill Harkins & Kate Perry

1983 – Ron Palmquist



**2021 Edward L. Bernays Achievement Award
Nomination Cover Form**

Name of Nominee:

Your Name

Submissions Must be Received by: May 20, 2022

Submission: *Please e-mail this form and your complete submission to:* Michelle Clements at mclements@pwd.org

About Edward Louis Bernays

(November 22, 1891, Vienna, Austria – March 9, 1995, Cambridge, MA)

Bernays, known as the “father of PR”, pioneered the Public Relations industry's use of psychology and other social sciences to design its public persuasion campaigns, techniques he attributed to the teachings of his mentor and uncle, Sigmund Freud. In 1913, Bernays started his career as Press Agent, providing counsel to theaters, concerts and the ballet. In 1917, he, along with other PR leaders of the time, worked together to influence public opinion toward supporting American participation in World War I.

In 1919, he opened an office as Public Relations Counselor in New York City. He held the first Public Relations course at the University of New York in 1923, publishing the first groundbreaking book on public relations, entitled *Crystallizing Public Opinion*, that same year. During these years, Bernays developed a media campaign via the American Dental Association to help his client, the *Aluminum Company of America* (Alcoa), and other special interest groups to convince the American public that *water fluoridation* was safe and beneficial to human health. And, in the 1930s, his campaign to convince consumers that only disposable cups were sanitary proved successful and profitable for his client, Dixie Cup.

Well into his 90s, Bernays traveled the country talking about Public Relations and sharing his ideas with others. On February 20, 1986, MPRC made Edward Bernays an honorary member. Bernays—who at the time commanded substantial speaking fees—spoke that evening at a statewide meeting of the Maine Public Relations Council for what amounted to his travel expenses. MPRC President Dan Davidson and his wife were personal friends of “Eddie” – having been entertained in his home nearly a dozen times over the years. Following the program, the MPRC Board spent hours in the Davidson home “just listening” as Bernays talked.

Bernays published his memoir, *Biography of an Idea*, in 1965. Then he outlived his contemporaries and continued working. In 1986, not wanting the world to lose the value of his experiences, he authored *The Later Years: Public Relations Insights; 1956-1986* as an appendix of sorts to his biography.

In the end, Bernays revolutionized Public Relations by combining traditional press agency with the techniques of psychology and sociology to create the “science” of public opinion. A man who was short in height and tall in stature, he was often controversial. Not everyone agreed with him, but everyone respected him. And, the Maine Public Relations Council is proud to have a connection to the “Father of Public Relations” as part of our heritage.