Meanwhile, on the other side of town, mentoring guru Lincoln Stevens was inducted into the Podcasters Hall of Fame in 2016. Stevens is a former account executive who quit his job in 2006 to pursue his passion for mentoring. He launched the Marcus Graham Project, an organization focused on bringing more diversity to the ad industry. Stevens hopes to pursue his passion for mentorship full-time. He co-founded the Marcus Graham Project, an organization focused on bringing more diversity to the ad industry.

Can a computer program identify fake news? UTA communication associate Jeff Rodriguez is building tools to detect bots that create and spread fake news. What prompted him to pursue his passion for mentorship? He was inducted into the Podcasters Hall of Fame in 2016.

PRSA local update: Listen up, PR majors at UTA, Abilene Christian University and Texas Wesleyan University. You are encouraged to apply by Dec. 5 to get a one-year free national membership, section membership and a one-year free membership to the Texas PRSA. The deadline is Dec. 5.

Friends of the UTA Libraries meeting at 7:30 p.m. Friday, Nov. 3, sixth floor, City Clubs of Prestonwood (map). The meeting is a week later in the month than normal, to accommodate the annual awards gala. There is no luncheon meeting in December.

Co-sponsor a program to identify fake news. UTA communication associate Jeff Rodriguez is building tools to detect bots that create and spread fake news. He has a bachelor's degree, and possible solutions to the problem of fake news. You might ask, what is ambient belonging? Come to the meeting and find out.

Podcasting superstar Gary Leland has been transplanted Texan and successful entrepreneur, Leland has been inducted into the Podcasters Hall of Fame in 2016. He was inducted into the Podcasters Hall of Fame in 2016.

GFW PRSA will present more than 60 awards to area PR and communications professionals for exceptional work in public relations and strategic communications at the 6th Annual Worthy Awards Gala, Wednesday, Nov. 8, at the Fort Worth Club. The workshop is free, but registration is requested.

For the Texas Parks and Wildlife Ad Archive.

The Longview News-Journal had requested a copy of the report once it was completed, but an attorney for the agency said Oct. 16 that TPW never had to reveal its records. Details.

The workshop is free, but registration is requested.

For the Texas Parks and Wildlife Ad Archive.
An irreverent look at the people and events that keep us up at night

THIS MONTH IN PR/MARKETING BY JEFF RODRIGUEZ

Meet the Man Who Changed the Way People Think About PR — and Many Other Things, Too

Four out of five doctors agree: This is the best, most awesome-est article ever written, and reading it will change your life.

That’s because we’re discussing Nov. 22, 1891, which is the birthdate of Edward Bernays. In case you weren’t paying attention in your PR classes, Bernays is pretty important. He is known as “the father of public relations,” “the father of spin,” even “America’s No.1 Publicist,” a handle bestowed upon him by, well, himself.

Still, it is not exaggerating to say that Bernays was not exaggerating. For better or worse (and it often was for worse), few PR pros can claim such a profound impact. Born in Austria and a relative of Sigmund Freud, Bernays’ client list reads like a Dow Jones report and includes Dodge, Cartier, CBS, General Electric, and Procter & Gamble.

His masterful PR campaigns helped convince working women to wear hairnets, families to eat more bacon, and everyone to wear more green. He helped convince people to support World War I and the American government to overthrow the Guatemalan government, changing the destiny of both that nation and bananas.

One notable effort benefited the American Tobacco Co., which was gravely concerned about women (not enough of them were smoking cigarettes). So Bernays launched a campaign to convince women that, one, they needed to be much thinner, and two, the best way to achieve that look was by smoking instead of eating. It worked, but not enough. So Bernays launched a second campaign to convince women that smoking represented liberation; then he organized a march of women smokers, whom he labeled “torches of freedom.” Picture the Statue of Liberty holding a pack of Camels.

continued on p. 3

This month we highlight the author’s views and is not intended to represent Greater Fort Worth PRSA.

Edward Bernays

Edward Bernays was born on Nov. 22, 1891, in Austria, the son of Sigmund Freud. He is known as “the father of public relations,” “the father of spin,” and even “America’s No.1 Publicist,” a handle he bestowed upon himself. His masterful PR campaigns helped convince working women to wear hairnets, families to eat more bacon, and everyone to wear more green. He helped convince people to support World War I and the American government to overthrow the Guatemalan government, changing the destiny of both that nation and bananas.

One notable effort benefited the American Tobacco Co., which was concerned about women (not enough of them were smoking cigarettes). So Edward Bernays launched a campaign to convince women that, one, they needed to be much thinner, and two, the best way to achieve that look was by smoking instead of eating. It worked, but not enough. So Bernays launched a second campaign to convince women that smoking represented liberation; then he organized a march of women smokers, whom he labeled “torches of freedom.” Picture the Statue of Liberty holding a pack of Camels.

continued on p. 3

Edward Bernays

Edward Bernays was born on Nov. 22, 1891, in Austria, the son of Sigmund Freud. He is known as “the father of public relations,” “the father of spin,” and even “America’s No.1 Publicist,” a handle he bestowed upon himself. His masterful PR campaigns helped convince working women to wear hairnets, families to eat more bacon, and everyone to wear more green. He helped convince people to support World War I and the American government to overthrow the Guatemalan government, changing the destiny of both that nation and bananas.

One notable effort benefited the American Tobacco Co., which was concerned about women (not enough of them were smoking cigarettes). So Edward Bernays launched a campaign to convince women that, one, they needed to be much thinner, and two, the best way to achieve that look was by smoking instead of eating. It worked, but not enough. So Bernays launched a second campaign to convince women that smoking represented liberation; then he organized a march of women smokers, whom he labeled “torches of freedom.” Picture the Statue of Liberty holding a pack of Camels.