

In Celebration of Harold Burson's 96th Birthday

Doug Simon, President and CEO of **D S Simon Productions** talks with **Burson-Marsteller's** Founding Chairman **Harold Burson** on his induction into the prestigious **PR News** Hall of Fame.

More from Harold Burson:

"Being honored by PR News is a great thrill for me. It was a sort of sentimental trip back into the early days of the field because one of the first people I met in public relations who was influential was one of the founders of PR News, Denny Grizwold, who was a very dominant person (in the PR industry) for thirty years or so."

"I still respect PR News. I think it does a lot of worthwhile job of informing the profession of what's going on and keeping in touch with the field. I value very highly the fact that they have put me in their hall of fame and I thank them for it."

"One of the things through the years Burson-Marsteller has really sold on is we were hiring people who really knew the business. They really knew construction, the caliber business and electronic business."

More information on **PR News**:

<https://www.prnewsonline.com/>

More information on **Burson-Marsteller**:

<https://www.burson-marsteller.com/>

More information on **D S Simon Productions**:

<https://dssimon.com/>

More information on **Doug Simon**:
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