

NEW RELEASE & OBITUARY

“MOST TRUSTED PR MAN IN AMERICA” DIES

Toasted by Walter Cronkite, Mourned by Family & Friends, Remembered by Journalists

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Palm Beach County, Fla. -- (November 28, 2016) -- George Glazer, a pioneering media relations executive who CBS News anchorman Walter Cronkite publicly toasted, “The most trusted PR man in America,” died on November 22 at his home in Palm Beach County, Fla. He was 86.

His funeral is scheduled for 12:00 PM, December 4 at Beth Israel Memorial Chapel, Boynton Beach, Fla. He will be buried on December 5 at the South Florida National Cemetery, Lake Worth, Fla.

Mr. Glazer’s death was confirmed by his son and business partner, Bryan Glazer, president and executive producer of their media relations firm, World Satellite Television News.

Hill & Knowlton

Mr. Glazer spent the bulk of his career, 27 years, as Chief Broadcasting Executive at New York’s Hill & Knowlton Public Relations, the world’s leading PR firm.

CBS News

Mr. Cronkite, flanked by CBS News “60 Minutes” Correspondent Mike Wallace, made the toast at an annual Radio Television News Directors Association First Amendment Banquet, chaired by Mr. Glazer.

CBS News, its primary anchor and “60 Minutes” founder and executive producer Don Hewitt, were amongst Mr. Glazer’s multitude of high profile clients.

Founding Father of Contemporary Media Training & PRTV

According to TV news executives and public relations colleagues, Mr. Glazer was a founding father of contemporary media training. For five decades, he worked with some of the world’s top CEOs, heads of state, celebrities and broadcast news executives to create and execute television public relations strategies.

In 1998, Mr. Glazer left Hill & Knowlton to partner with his son to create WSTN, a broadcast news media-relations boutique that has earned a global reputation.

Penn State Student to Philadelphia TV Reporter

Following his graduation from Penn State University in 1952, where Mr. Glazer was editor of the Daily Collegiate newspaper, he became a television news reporter at WCAU, the CBS TV station in Philadelphia.

His TV reporting career was cut short by his induction into the U.S. Army during the last days of the Korean War. “He served,” his son said, “Two cold winters at Valley Forge Medical Center as the public information officer.”

NY PR Maven

After uniformed service, Mr. Glazer entered the public relations business in Philadelphia. His broadcast news expertise caught the attention of New York firms. He was eventually recruited by Hill & Knowlton.

Crisis Communications: Arab Oil Embargo

Mr. Glazer attained global notoriety during the 1973 Arab oil embargo. He was chosen by the “Seven Sisters” (the world’s seven leading oil companies) to manage their combined TV news media-relations campaigns, which were aimed at explaining the reasons for long gas lines, spiraling fuel prices and short supplies.

Previously, U.S. petroleum CEOs were rarely, if ever, seen on TV or quoted in newspapers. Now they were appearing in print daily, on ABC’s “Issue and Answers,” CBS’ “Face the Nation” and “60 Minutes,” NBC’s “Meet the Press” and nightly network and local TV newscasts.

Kissinger, Marriott, JetBlue, Jackson & McCartney

Over the years, Mr. Glazer helped hone the media skills of Secretary of State Henry Kissinger, leaders of the U.S. Conference of Mayors, Madison Square Garden executives, the New York Yankees, hotel mogul Bill Marriott, JetBlue Founder David Neeleman, entertainers Michael Jackson and Paul McCartney, and executives of the New York Stock Exchange.

Live from the New York Stock Exchange

Mr. Glazer conceived and launched the NYSE’s pilot project to provide news channels with live interviews with member traders from the trading floor. Nowadays, these interviews are routine for Bloomberg, CNBC, CNN, FOX and other TV news organizations. For two decades Mr. Glazer media trained scores of NYSE members for their televised appearances.

Reagan-Gorbachev Summit

In 1986, Mr. Glazer was retained to create and manage the international press center at the historic summit between President Ronald Reagan and Soviet General Secretary Mikhail Gorbachev in Reykjavik, Iceland.

PR Man Helps Lift Iron Curtain

Mr. Glazer’s influence now reached behind the Iron Curtain.

He managed the broadcast news campaigns for the grand openings of Moscow’s first Pizza Hut and Kentucky Fried Chicken restaurants. They are now staples of the Russian fast food diet.

He also developed the news campaign for the U.S. import introduction of the once banned Stolichnaya Vodka brand. After the Iceland Summit, the embargo on Russia’s top-selling vodka was lifted.

Mr. Glazer also supervised all PRTV for the construction announcements and grand openings of Marriott Hotels in Soviet Bloc nations.

Live Via Satellite

A media relations visionary, Mr. Glazer employed satellite news gathering technology to get his clients on global TV. He beamed video of the restaurants’ and hotels’ grand openings. He also produced live satellite interviews with the CEOs of these American companies by U.S. and European TV newscasters. By many accounts, these were the first video news releases and satellite media tours, which are now common public relations tools.

TV Newsroom Relationships (RTNDA is now RTDNA)

“George’s work with the Radio Television Digital News Association and with electronic newsrooms worldwide established him as a trusted source and liaison,” said RTDNA Executive Director Michael Cavender. RTDNA is the world’s preeminent electronic journalism association.

“George was a great friend to RTDNA and its Foundation,” Cavender added, “He helped establish and, later chaired, our First Amendment Awards Banquet. It has gone on to become one of the most important events in the industry today.”

Ali, Branson, Governors and Mayors

Mr. Glazer and his son, Bryan, a CNN contributing correspondent and television reporter in several U.S. cities, have orchestrated scores of well-known global news campaigns. Their clients include Muhammad Ali, Sir Richard Branson; AOL Founder Steve Case, Florida Governor Rick Scott, Miami-Dade Mayor Carlos Gimenez and others.

Thirty-minutes before his death, Mr. Glazer and his son were speaking on the telephone finalizing editorial and video materials for a planned December launch of a public awareness campaign to save blood diamond war orphans. The project is being headlined by Muhammad Ali’s daughter, Khaliah.

Philadelphia Family Tree

George Glazer was born in Philadelphia on Nov. 5, 1930, to Albert and Tillie Glazer. His father was president of the Philadelphia Glazing Co., one of the city’s largest glass window cutters and installers.

According to lore, the family descended from the window makers of Philadelphia’s Independence Hall, built in 1753.

Survivors

Mr. Glazer is survived by his wife, Mina; his son Bryan; his daughter Marjorie Edelstein, and his son-in-law, Steven Edelstein.

Funeral Services

Funeral services are scheduled for noon on Dec. 4 at Beth Israel Memorial Chapel, 11115 S. Jog Road, Boynton Beach, Fla.

The burial is scheduled for 12:45 PM, Monday, December 5 at the South Florida National Veterans Cemetery in Lake Worth.

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