

DISTINGUISHED MEMBER OF THE PSYCHOLOGICAL OPERATIONS REGIMENT



**FIRST LIEUTENANT
DANIEL J. EDELMAN**
U.S. Army, Posthumous

Inducted April 20, 2023



First Lieutenant Daniel J. Edelman was often described as a man of great loyalty, integrity, duty, unrelenting courage, conviction, and humility. These characteristics served him (and the world) well in his role as a public relations specialist during World War II and during his post-military life as the Chief Executive Officer of Edelman, a multiple award-winning international public relations consultancy firm.

Born July 3, 1920, Edelman's sense of duty was evident in his attempt to enlist in the Army after the attack on Pearl Harbor on December 7, 1941. While his near-sightedness initially disqualified him, he received a draft notice the following year and an assignment to the Army Specialized Training Program as a public relations specialist.

Later, as a public information officer for the 5th Mobile Radio Broadcasting Company in the 100th Infantry Division he was part of the mission to influence foreign populations and evaluate foreign messaging. During his time at the Office of War Information, with assignments to Paris, Verdun, and Berlin, allowed him to counter German propaganda and disinformation. His roles included analysis of German propaganda; publication the German magazine, *Der Spiegel*; and polling Germans to determine their attitudes toward the occupation and the Nuremberg Trials. These experiences and skills laid the foundation for his global enterprise.

In 1952, Edelman built his eponymous public relations firm, which now has global offices and is renowned as the world's largest public relations firm. Edelman's firm has been credited with many high-profile global campaigns. Such campaigns include lessening the stress of tragedies such as September 11, 2001, capturing the historical and practical significance of the Battle of Gettysburg, and increasing support for the Vietnam Veterans' Memorial. Even Edelman's pro bono work demonstrated a commitment to integrity, duty, and courage. Such work sought to highlight citizenship; advocate for outreach to and enhancement of communities affected by various catastrophes; and provide support to service members, first responders, and their families.

Dedication of his time, skills, and efforts to organizations such as the American Red Cross, Save the Children, and the Partnership for a Healthier America highlight his exceptional character and dedication to the Army values that extended into his business and personal lives. He relentlessly pursued excellence, he believed in his people, and he committed himself to them and their families.

Edelman lived a very consequential life until his death in 2013 and imbued his characteristics in his business legacy. His military and civilian careers still provide critical insights and opportunities to improve understanding and adaptation of the Psychological Operations craft in the contemporary environment. He is one of the most distinguished and admired forefathers of the Psychological Operations force.