

University of California awarded a Silver Award

May 9, 1961

The University of California has received top honors, a Silver Anvil Award, from the American Public Relations Association for its public information program, which was judged best among educational institutions and organizations in 1960.

The award, the highest the American Public Relations Association bestows, was won by the University for its informational program in support of the State's Master Plan and other higher education activities in the State.

Albert G. Pickerell, Statewide Director of Information, accepted the award for the University at the Association's recent annual meeting in Atlantic City.