

Ardys Heise wins ACPRA award

June 12, 1969

Ardys Heise, television and radio coordinator for the University of California, San Diego, will receive an exceptional achievement award and \$500 in New York July 22 from the American College Public Relations Association.

Highest honor presented by ACPRA, the award is for a case study prepared by Mrs. Heise on the UCSD television and radio activities conducted under her direction here last year. Only four entries in the United States received the highest rating in the National Honors Competition, John E. Bennett, director of ACPRA educational programs, announced.

A total of 315 television and radio segments on UCSD were presented during 1968. San Diego and west coast stations produced most of the shows. Directors and camera crews from 7 foreign countries also produced television shows on the campus during the year.

Chancellor William J. McGill, and many faculty members and students discussed programs and developments on television and radio in the special year-long project.

Mrs. Clarence Heise began a career in radio in 1949 with an Ontario, California, station. Since 1961 she has been in television and radio work here with stations and agencies. For three years prior to joining UCSD in 1967, she was television and radio coordinator for Barnes Champ Advertising. She operated Ardys Heise & Associates, a public relations firm here, for 5 years.

Mrs. Heise recently became the first San Diego woman to be accredited by the Public Relations Society of America.

The Heises have three children and live in San Diego.