

UCSD's TV-radio cited by Public Relations News

February 24, 1971

The use of television and radio by the University of California, San Diego to win understanding and support for the campus has been selected by the editors of Public Relations News, New York, as one of the "ten most outstanding public relations programs" published during 1970.

The program, organized and directed by Mrs. Ardys Heise, former Television and Radio Coordinator for the UCSD Public Affairs Office, was outlined as a case study in the April 6, 1970, edition of the Public Relations News, an international public relations weekly newsletter. The program will now be included in a portfolio of "Outstanding PR Programs of the Year" published by the editors of the newsletter.

The special television and radio project was planned in 1969 to help win public support for the campus during a time when student demonstrations and unrest had brought public feelings toward college and university campuses to a low ebb.

The Public Affairs Office launched a campaign to expose the positive side of the university to the public via radio and television. Throughout the year more than 300 television and radio shows featuring campus programs and UCSD faculty and staff were offered to and presented over local, regional and national media.

The initial results were detailed in a report submitted to the national honors competition of the American College Public Relations Association (ACPRA) and was awarded a Certificate of Exceptional Achievement plus an honorarium at the national convention in New York City. The ACPRA award was presented to Mrs. Heise, who is now Public Affairs Officer for the UCSD School of Medicine and part-time Television Coordinator for the nine University of California campuses.

(February 24, 1971)