

Ardys Heise submits winning case study to Public Relations News for outstanding use of TV-radio

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A case study on the use of television and radio to win understanding and support for the University of California, San Diego has been selected by editors of Public Relations News, New York, as "one of the 10 outstanding public relations programs published in the 1971 edition of selected case studies," Denny Griswold, publisher and editor, announced today.

The UCSD case study was submitted by Mrs. Ardys Heise, public affairs officer, School of Medicine, and part-time television coordinator for the nine University of California campuses. She was formerly television and radio coordinator for the general campus.

Under her direction, television and radio shows featuring UCSD exceeded 300 in one year. Many UCSD faculty members, officials, students, and staff participated in the special effort to win public understanding and support.

UCSD was the only educational institution included in the 1971 edition. Others selected for recognition were: American Airlines, American Museum of Natural History, Ciba-Geigy Corporation, General Foods Corporation, Kieckhafer Mercury, National Association of Manufacturers, Pennsylvania Power & Light Company, Southwestern Life Insurance Co., and Whirlpool Corporation.

Founded in 1944, Public Relations News was the first independent public relations weekly. The publication is widely read throughout the U.S. and in 76 other countries.

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