

Public Information Office named winner of Exceptional Achievement Award in national competition

July 3, 1978

The Public Information Office at the University of California, San Diego has been named winner of an Exceptional Achievement Award for news and information writing in a national competition co-sponsored by Newsweek Magazine and the Council for the Advancement and Support of Education.

The award, which included a "special citation" designation was equivalent to second place in the competition, which is open to more than 1,300 colleges and universities which are members of CASE. The "Grand Award" for first place was won by the University of Texas Health Science Center in Dallas.

The purpose of the award program is to honor "excellence in news writing" by public information offices. Entrants were required to submit copies of feature stories, specialized interest stories and stories which reflected the work of their institution regarding major concerns of the community, state and general public.

The UC San Diego entry was a specialized national information program called "ReSources" which featured interviews with members of the campus community regarding their research or views concerning newsworthy issues.

For information contact: Paul Lowenberg, 452-3120

(July 3, 1978)