



Media Alert

Widmer's Winery 100th Anniversary

- WHAT:** Widmer's Winery will give tours, have a ribbon cutting ceremony, announce the renaming of a public street in their name and host a wine tasting of their four new wines. Afterward a reception will take place.
- WHO:** Widmer's Winery will have special guests including junior U.S. senator from New York State as well as the president of the company, President Hettering. Additional guests include Widmer's executives, state, regional and local dignitaries, winemakers, retailers, distributors and the media.
- WHEN:** 2- 4:30 p.m. on Saturday April 25, 2015.
- WHERE:** Widmer's Winery Company in New York State.
- WHY:** The one-hundredth anniversary is being celebrated as well as all of the events scheduled for the day.
- CONTACT:** Contact Abbey Venable at amvenable@bsu.edu or by phone at 317-599-6465.
- ABOUT:** Widmer's wine cellar is the third-oldest winery in New York. The winery is Naples' largest industry and leading tourist attraction. They've strived to make the best wine in the New York area for over 100 years. The winery also markets its products in 17 other states.

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BALL STATE
UNIVERSITY.

Media Alert

Ball State hosts Immersive Learning for the community

Building Better Communities Fellows will be holding an event at the Immersive Learning Showcase at Ball State

WHAT: The Building Better Communities Fellows will be holding an event at the summer and fall Immersive Learning Showcase.

WHO: Building Better Communities Fellows is an immersive learning program in which faculty and students find real-world solutions to real-world problems for Indiana businesses and organizations. The Lilly Endowment Inc. funds the program, which creates challenging, real world solutions to real world problems in the surrounding community.

WHEN: 4-6 p.m. on Monday Dec. 8, 2014

WHERE: L.A. Student Center Cardinal Hall

WHY: The overall goal of the program is to support local Indiana economies while increasing employment of Ball State graduates in the state of Indiana.

CONTACT: Contact Abbey Venable at amvenable@bsu.edu or by phone at 317-599-6465.

ABOUT: For more information please call 765-285-2773 or visit the website at bsu.edu/bbc/fellows.

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Abbey Venable
10/8/14

Media Alert

Robert Hoopes lectures 36th annual Vernon C. Schranz Distinguished Lectureship in Public Relations.

- WHAT:** Mr. Robert Hoopes, president of VOX Global, a DC-based strategic communications firm and subsidiary of Omnicom, one of the world's largest communication firms is the lecturer for the annual Schranz Lecture. His lecture is titled *Who Do You Stand for? Strategic communications, risk-taking and your career path.*
- WHO:** Hoopes has been active in politics for more than 25 years and is a leading strategist and expert in influential campaign-style communication programs that allow clients to impact public policy and the global marketplace. Hoopes provides regular political commentary for Bloomberg, Fox News, NPR, MSNBC and BBC World News. He is also a regular contributor to The Huffington Post.
- WHEN:** The lecture will begin at 8 p.m. on Tuesday, Oct. 28, 2014.
- WHERE:** Reception begins at 5 p.m. at the Ball State University Alumni Center with a formal dinner at 6 p.m. The Lecture itself will be held in the L.A. Pittenger Student Center.
- WHY:** As the longest running public relations lectureship in the nation, this series honors Vernon C. Shranz, Ball Corporations first public relations officer. Mr. Shranz frequently lectured at Ball State and endowed a scholarship in his name after retirement. The lecture has since then built a reputation for aiding the growth and development of the public relations field.
- CONTACT:** Enclosed is a postcard to indicate your attendance and meal preference for the pre-lecture reception and dinner. Please R.S.V.P. by Oct. 21.

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