

## News Release

FOR IMMEDIATE RELEASE

Nov. 2, 2016

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### **President and CEO to speak about analytics revolutionizing industries**

*Tina McCorkindale to speak at 38th annual Schranz Lecture*

**MUNCIE, Ind.-** Tina McCorkindale, Ph.D., APR , president and chief executive officer of the [Institute for Public Relations](#) (IPR), will speak at the [38th Annual Vernon C. Schranz Distinguished Lectureship](#) at 8 p.m. on Wednesday, Nov. 9 in the Ball State University L.A. Pittenger Student Center Ballroom.

The title of McCorkindale's lecture is *Working Smarter Not Harder: How Big Data and Insights are Reshaping Public Relations*. She will focus on the essential role analytics plays in many industries and what that means for young professionals. Analytics are cutting edge public relations practices that transform data into meaningful measurements that improve business performance.

Along with 15 years of experience teaching at several universities around the world, McCorkindale currently serves as the National Faculty Adviser for the Public Relations Student Society of America (PRSSA) and is a director on the Universal Accreditation Board. With over 100 research presentations and academic publications in books and journals, her specializations are in social media , mobile technologies, engagement and reputation.

The Mary H. Schranz Public Relations Scholarship will be awarded before the lecture to Hannah Riffle, the 2016 recipient. Riffle, a senior, is the National Conference Coordinator for the [2016 PRSSA National Conference](#) and the assistant executive director for Ball State's student-run creative communications agency, Cardinal Communications.

"Being chosen as the award recipient fuels me to continue working hard to pursue a career in public relations and carry on the legacy of Vernon C. Schranz," said Riffle.

Ball State University's Department of Journalism sponsors the Vernon C. Schranz Distinguished Lectureship in Public Relations. First introduced in 1979, it is the longest running public relations lectureship in the United States. The lecture honors Vernon C. Schranz, the Ball Corporation of Muncie, Indiana's first public relations specialist.

The lecture is free and open to the public.

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The nationally ACEJMC accredited journalism department at Ball State University educates more than 1,000 students in journalism, public relations and advertising each year. The public relations program is the only one in the country certified by the Public Relations Society of America for both undergraduate and graduate education.

## Fact Sheet

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### The Vernon C. Schranz Distinguished Lectureship in Public Relations

- **Lectureship**
  - The lecture is the longest running public relations lectureship in the nation.
  - The Ball Corporation of Muncie, Indiana honored Vernon C. Schranz with the nation's first endowed public relations lectureship for being the company's first public relations specialist and for 25 years of service.
  - Hannah Riffle, a senior public relations student will receive the The Mary H. Schranz Public Relations Scholarship before the lecture.
- **Event**
  - The Vernon C. Schranz Distinguished Lectureship will take place on Nov. 9.
  - At 6:30 p.m., professional headshots will take place in the Student Center music lounge.
  - The lecture will start at 8 p.m. in the Student Center Ballroom.
  - The dress code for this event is business casual.
  - Immediately following the lecture, there will be a Q&A portion.
- **Lecturer**
  - Tina McCorkindale, Ph.D., APR, is the President and CEO of the [Institute for Public Relations](#) (IPR), an independent, nonprofit foundation that focuses on public relations research.
  - She serves as co-chair of the Public Relations Society of America (PRSA) National Research Committee.
  - She is a member of Arthur W. Page Society, a reputable professional association for senior public relations and corporate communications executives and educators.
  - The title of the lecture is , *Working Smarter Not Harder: How Big Data and Insights are Reshaping Public Relations*, which focuses on the vital role analytics plays in numerous industries, why companies are investing in big data and what this means for young professionals.

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## Media Advisory

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### **Tina McCorkindale to speak about cutting edge industry practices: analytics**

**What:** [The Vernon C. Schranz Distinguished Lectureship in Public Relations](#) will show students and professionals alike how analytics are transforming their industries so they can compete in a data driven world.

**Who:** Ms. Tina McCorkindale, Ph.D., APR, the President and CEO of the [Institute for Public Relations](#) (IPR), will present her lecture, *Working Smarter Not Harder: How Big Data and Insights are Reshaping Public Relations*, which focuses on the essential role analytics plays in many industries and what that means for young professionals.

**When:** 8 p.m. on Wednesday, Nov. 9

**Where:** L.A. Pittenger Student Center Ballroom  
2000 W University Ave.  
Muncie, IN 47306

**Why:** This event provides professional development and networking opportunities with industry leaders, notable Ball State alumni and faculty leaders.

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