



BRUCE CADWALLADER, Franklin County Children Services

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COMMUNITY OUTREACH DIRECTOR 2011-PRESENT

Cadwallader, is a former Ohio journalist and public relations manager currently serving as Community Outreach Director for FCCS, 855 W. Mound St.

A 1983 graduate of Ohio University's School of Journalism, Cadwallader worked in the trenches of four Ohio newspapers covering the criminal justice system, local politics and social services. He was a senior reporter for *The Columbus Dispatch* when he left the paper in 2010, after 25 years, for a new career in public relations. He also spent time at *The Athens Messenger*, the former *Columbus Citizen-Journal* and *The Lima News*.

His first PR position as senior director for a Kentucky-based public relations firm did not last. The firm, with offices in four states, closed in the summer of 2010, leaving Cadwallader on a job search that led to Children Services, the agency mandated by law to investigate cases of childhood abuse and neglect. As Associate Director of the Communications Division, Cadwallader represents the board and executive director in raising community awareness of the agency's mission thru newsletters, Social Media, brochures and a public speakers bureau. He is an excellent event planner and fundraiser. He serves as an agency spokesperson on media events and agency initiatives and oversees a division of 22 staff members. He is expected to earn his MBA in Public Administration from Ohio Dominican University in 2016.

Since arriving at FCCS, Cadwallader has overseen several major projects, including a re-tooling of the agency's public website and Social Media platforms; increased radio-TV exposure for agency videos and public service announcements; created an enhanced FamJam, a family enrichment festival, in collaboration with the city of Columbus every August that attracts more than 7,000 to Columbus Commons; and coordinates more than 100 speaking engagements annually in the community.

He also serves on a county coalition of government relations directors and a statewide committee on media relations directors with Ohio's public children's services agencies.

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