

Barbara Joy Cooley is a communications professional with over 25 years of experience. For more than a decade, she was an editor and then a public affairs specialist for Battelle, an international technology organization that is based in Columbus, Ohio. Currently, resides in Sanibel, Florida. She specializes in writing, editing, community relations, and public information programs. She has a background in scientific, medical, and technical communications, as well as a history of being actively involved in local communities. Her skills include:

- Medical, science, technical, and general writing and editing
- Publication planning and production
- Planning and managing public affairs programs
- Public information program planning and implementation
- Risk communications
- Community relations activities such as planning, conducting and moderating public meetings, as well as interacting with local and state government officials
- News media relations and speechwriting
- Preparing presentations on technical topics for a variety of audiences
- Designing and developing education and training materials
- Using the Internet as a communications and research tool
- Supervising writers, editors, and publication and video production staffs
- Managing budgets for communications activities
- Creating, building and maintaining web sites with a large volume of text-based content.

Experience

Public Involvement. Assisted in planning and conducting comprehensive public involvement programs. Wrote, edited, and coordinated production of information products for the public involvement aspects of environmental projects. Products included newsletters, brochures, fact sheets, web pages, video productions, and exhibits. Has planned and helped conduct public information activities such as public hearings and information fairs in several states. Assisted in planning and implementing many public information programs.

Communications Project Management. Managed communications for an engineering college, including the publications department and a video production group. Developed and maintained databases. Turned a negative cash flow in publications department into a positive cash flow. Directed the work of writers, editors, graphic artists, video specialists, and exhibit specialists. Served as publications manager for a large, technical, and controversial project involving siting studies for a nuclear waste facility. Produced several hundred publications and other communications materials on very tight schedules, meeting all deadlines. Planned and produced communications for specific audiences, including the general public, children, patients, physicians, scientists, engineers, business owners, employees, and federal, state, and local officials.

Risk Communication. Supported efforts to communicate about risk. Projects have included communicating about the risk of privatizing government environmental clean-up efforts and about risks posed by facilities that handle or store hazardous materials and by the transportation of those materials. Assisted in preparing for and conducting information fairs and other interactive meetings designed to hear and address people's fears and concerns. Prepared communication materials about risk, particularly health risks.

Strategic Planning. Wrote and edited a strategic plan for a large engineering college. Communicated strategic plan information to

hospital and research institute employees. Assisted with strategic planning for the University District in Columbus, Ohio.

Editor and Author. Editor and author of over a thousand publications including brochures, articles, fact sheets, briefing books, audio-visual scripts, newsletters (internal and external), web pages, annual reports, comment-response documents, book chapters, an award-winning cookbook, and other documents. Developed the ability to research and convey highly complex information in very understandable terms. Served as executive editor of an engineering magazine. Edited the handbook for *The Norton Guide to Writing*, published by the W. W. Norton Company, New York, 1992. To accompany *The Norton Guide*, developed an online handbook (an interactive reference on Standard American English grammar and usage) that worked with any Macintosh word processor. Served as editor for a cancer research institute. Researched, wrote, and edited many publications about health topics including prevention, treatment, risk, and incidence. Wrote, edited, and produced educational materials for technical training programs based in Columbus, Ohio, and Anchorage, Alaska. Established and edited a community newspaper with a circulation of 50,000. Edited *Cornerstone* magazine for the Columbus Landmarks Foundation. Editor of *Gulf Pines Breeze* newsletter.

Summary of Community Accomplishments

Barbara has been recognized for her many years of community leadership activities. She served on the task force that initiated the revitalization of the Short North section of Columbus, Ohio. While chairing an architectural review commission in Columbus in the 1980s, she wrote and coordinated approval of legislation to improve the quality of the built environment in historic districts. She also served on committees that dealt with downtown development issues and promoted the development of the Columbus Convention Center.

Barbara led the effort to initiate a public information program for Franklin County's local emergency planning committee and she completed the historic district nomination process for a section of Columbus. She edited *Goals for a Better Built Environment*, a document that is used to help guide development downtown Columbus, and she has worked on several initiatives for revitalization of the area surrounding the Ohio State University.

Barbara received the National Association of Community Leadership Organization's Distinguished Leadership Award in 1988, and the Columbus Area Leadership Award in 1987. The Columbus City Council and the Ohio House of Representatives issued her commendations for community leadership in 1986 and 1987, respectively. She was a recipient of the Ohio Historical Society's Public Education and Awareness Award in 1985. The community newspaper she established was nominated for the 1998 Apollo Award granted by the City of Columbus's Planning Office. She completed terms as communications vice president for the Columbus Landmarks Foundation, web content developer/computer volunteer for the Sanibel-Captiva Conservation Foundation, and Battelle representative on the board of the University District Organization. She also assisted the Committee of the Islands (COTI) in establishing a web site, and she serves on the COTI board of directors. In recent years, she has been the president of the Gulf Pines Property Owners Association on Sanibel, chairperson of the Sanibel Shared Vision public information committee, and member of the local advisory committee for Planned Parenthood. She is a member of the Zonta Club of Sanibel-Captiva, the Democratic Women's Club of Lee County, and the Democratic Executive Committee of Lee County, and she co-chairs the Democratic Club of the Islands. Barbara is a founding director of People United to Restore our Rivers and Estuaries (PURRE).

Education

B.S., Allied Medical Professions, Medical Communications, The Ohio State University