

Journalist Ronald E. Childs launches multicultural media consulting practice

Written by

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Ronald E. Childs, an award-winning African American journalist and senior-level media relations consultant, has announced the formal establishment of his own firm, OMEN Communications, in Chicago. Through his agency, Childs, 53, represents a broad array of local, national and international clients as a media relations specialist, digital editorial content provider, social media and public relations strategist, editor, business advisor and agent. He is also a nationally recognized magazine and newspaper columnist, and blogger.

A 1982 graduate of the school of journalism at Grambling State University of Louisiana, Childs' 30-year career in communications has seen him successfully navigate the journalism, advertising and public relations arenas, maintaining professional credibility and respect in each. He served most recently as a vice president for media relations with Flowers Communications Group and media strategist with Burrell Communications Group, Inc., both dedicated practices which he founded and directed during his tenures with these agencies.

While with Burrell Communications Group, Inc., the nation's preeminent African American-owned advertising firm, Childs serviced over a dozen blue chip, Fortune 500 public relations accounts. He further originated the program concept that today has become known as McDonald's "365 Black" initiative, and co-developed Habitat for Humanity International's first-ever diversity program, "Building Upon Diverse Foundations," making Burrell Habitat's agency-of-record for its national and international diversity marketing.

Prior to his tenure at Burrell, he was associate editor of Johnson Publishing Company's now defunct EM [EBONY MAN] magazine, at that time the only internationally-circulated lifestyle publication dedicated to the needs, interests and aspirations of African American men. This followed a three-year stint as assistant director of publicity for Johnson Publishing Co. He wrote for EM magazine while simultaneously working in public relations at Johnson Publishing.

Childs was a communications specialist and speechwriter to Chicago's first black mayor, Harold Washington, until the prominent chief executive's untimely death in 1987. He began his career as a business editor, copy editor, photographer and editorial cartoonist for The Chicago Defender newspaper, and has since written articles and opinion columns for more than three-dozen black interest-newspapers and magazines throughout the U.S., and abroad. His

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opinion column, "The Observer," distributed through his own OMEN Syndication, appears exclusively in the nation's black press.

He is a member of the National and Chicago Associations of Black Journalists, a founding member of the National and Chicago Black Public Relations Societies and the national alumni association of Grambling State University. Childs additionally takes pride in mentoring journalism and public relations students at several historically black colleges and universities. He holds 29 industry awards for editorial, public relations and media relations excellence, including the 1991 Award for Outstanding Commentary given by the Chicago Association of Black Journalists.

A recipient of the 1990 Distinguished Alumni Presidential Citation bestowed by the National Association for Equal Opportunity In Higher Education, he was inducted into the Grambling University Alumni Hall of Fame in October of 2007, becoming the first and still only honoree representing the famed institution's school of journalism. Childs was named one The Chicago Defender's "Men of Distinction" for 2010. His forthcoming book, *Venomous Pen*, chronicles the journey of his professional life, with a rare look inside America's premier black-owned communications companies.

OMEN Communications is an independent, senior-level consultancy based in Chicago, founded by respected longtime journalist, columnist and public relations practitioner Ronald E. Childs. The mission of the practice is to provide substantive digital editorial content, effective public and media relations services, authentic social network engagement and media advice and counsel to businesses respecting multicultural communities. For additional information, contact OMEN Communications at 312.922.1959, TheOMEN091959@aol.com or visit www.facebook.com/OMENcomm