

Contact:
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COLUMBUS, Ohio; May 3, 2010 – The Ohio Poverty Law Center, a not-for-profit organization concentrating in the areas of law that affect low-income families, has named Bill Eichenberger as its Communications Director.

Eichenberger was hired to develop and implement targeted media campaigns to support the center's statewide poverty law advocacy. In addition, Eichenberger will manage the center's monthly email newsletter, update OPLC's Facebook page and Twitter feeds and improve OPLC's web site.

Before joining OPLC, Eichenberger worked for 25 years as a reporter at *The Columbus Dispatch* newspaper. He covered the inner city at the paper's zoned edition, NeighborNews and was a consumer affairs reporter in Accent before joining the Arts section.

Eichenberger has a bachelors degree in English from the Pennsylvania State University.