

- Selected Mississippi Industry Volunteer of the Year

**Mississippi Press Association**

May 1977 - January 1980

Executive Director

Directed the 125-newspaper member association of the daily and weekly newspapers in Mississippi. Created, originated and implemented educational publications, seminars and conferences in financial and editorial management, advertising sales, production, circulation and distribution. Originated the advertising arm of the association. Developed, coordinated the annual statewide membership conventions and mid-winter advertising conventions.

- Planned and executed annual Gulf Coast conventions with over 300 attendees
- Organized Mississippi Press Services, Inc., advertising division of MPA
- Produced state's first Rate and Data book of Mississippi newspapers
- Produced a Publisher's Handbook for newspaper management
- Organized and conducted numerous seminars on editorial, business, advertising and circulation functions of newspapers
- Represented newspaper industry in Mississippi at conventions, legislative sessions and in public media

**EDUCATION**

**University of Mississippi**

Bachelor of Arts in Business Administration and Journalism

Courses for Masters Degree in Journalism

**WALTER W. WEBB**  
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### **CAREER EXPERIENCE**

- Marketing and Media Relations
- Business Writing - Certificates of Need, RFP Responses, Business Plans, Proposals, Presentations
- Website Design and Development
- Print Media Publishing, Writing and Editing
- Advertising Design, analysis and placement
- Skills in Dreamweaver, InDesign, Photoshop, QuarkExpress, Illustrator, Microsoft Word, Excel, Powerpoint

### **EMPLOYMENT HIGHLIGHTS**

**Corporate Communications Director**  
Rural Healthcare Developers, Inc.

March 2007 - March 2011

Developed and implemented corporate brand recognition that projected expertise in hospital "turn arounds" and specialty in geriatric-psychiatric programs. Designed and produced marketing materials for the healthcare management company and medical facilities; interacted with media outlets.

- Wrote Response to Request for Proposal that resulted in a 50-year lease/management contract for a community hospital
- Compiled and wrote successful Certificate of Need application for a 10-bed Chemical Dependency unit.
- Designed and developed corporate website and six websites for other hospitals in the company
- Wrote and designed presentation books, business plans, and marketing analysis in support of Business Development division
- Wrote Business Plans for hospitals and other entities to secure financing
- Developed marketing collateral: brochures, flyers, newspaper, radio and television advertising, websites, direct mail and email marketing, signage, presentation boards, PowerPoint and news releases.

**Graphic Designer/Web Designer/Owner**  
Webbgraphics

December 2002 - Present

Consult with businesses, associations and industries to provide marketing solutions. Design, copy writing, photography and production services. Design and produce brochures, newspaper advertisements and other print pieces. Design and develop professional websites for economic development, hospitals, dental practice, tourism attractions, retail and professional firms.

- Designed websites for hospital (Tri-Lakes Medical Center) and dental (Farese Family Dental), Marshall County School District, Industrial Development Authority
- Designed brochures and websites for tourism attractions: Holly Springs Pilgrimage, Strawberry Plains Audubon Society Hummingbird Migration, Holly Springs Tourism Bureau, Airliewood, Walter Place Estate Cottages and Gardens, Crump Place - See [www.webbgraphic.com](http://www.webbgraphic.com)

### **Interim Publisher**

Haywood County Newspapers, LLC

April 2002 - September 2002

Supervision of the editorial, advertising sales, production and business operations of a community newspaper. Reported on area news events, wrote an opinion column and provided photographic art for publications. Compiled and produced tracking reports on revenue and expenses for corporate office.

### **Editor and Publisher**

#### **Managing Partner**

The South Reporter, Inc.

January 1980 - August 2001

Managed editorial, circulation, advertising sales and financial operations for a community newspaper and two free distribution newspapers. Reported, wrote and photographed news, editorials and personal interest column. Implemented three new generations of publishing equipment, created Internet newspaper, completed building expansion, purchased competing newspaper property.

- Increased annual revenues from \$100,000 to \$750,000
- Paid off purchase mortgage five years ahead of term with consistent annual profits
- Developed state's first weekly online newspaper
- Implemented several generations of newspaper equipment from paste ups to computer pagination
- Managed a staff of 13-15 employees
- Active in civic organizations. Organized and served as president of Industrial Development Authority