



WALKER COMMUNICATIONS
BUSINESS WRITING AND PROJECT MANAGEMENT

About Walker Communications

Walker Communications principal Molly A. Walker has worked to meet the communication needs of employers and clients—and their audiences—for more than 30 years. She founded Walker Communications in Oakland, California, in 1999 to provide first-rate editorial and project management services to businesses, educators, nonprofits, government agencies and private foundations.



Molly A. Walker
—photo by George Csicsery

A graduate in Spanish at the University of California, Berkeley, Molly was trained as a journalist at the *Valley Times* in Pleasanton, California. She has worked in corporate communications at AT&T, Fibreboard Corporation and BHP Minerals, and held full-time editorial assignments at the California Beef Council and Miller Freeman Publications.

Molly has managed communication projects, written news and feature articles, case studies and marketing content for print and Web applications, and produced newsletters. She takes a flexible approach to all projects, working solo—writing, editing, designing, managing—or collaborating with other contributors and teams.

Molly has assisted clients in the fields of finance and accounting, education, health care, high tech, minerals and mining, pharmaceuticals and telecommunications. Her work has been recognized by the San Francisco chapters of the International Association of Business Communicators and the Public Relations Society of America. Molly is a former president of San Francisco IABC (<http://sf.iabc.com>), co-chaired the chapter's hospitality steering committee for the 2009 IABC World Conference in San Francisco, and received IABC's 2010 Chapter Leader of the Year Honorable Mention award in January 2010.

Clients' rave reviews!

"The newsletter looks great. Lots of meaty stuff in this issue. Thanks—great job!"

—Linda Best, Contra Costa Council

"Your news release draft was exactly what I wanted . . . perfect!" —Allison Bliss Consulting

Leading the way to simply great communication

Walker Communications collaborates with clients to create clear communications and effective materials in all creative media. Our goal is to meet client objectives while keeping the audience's information needs clearly in mind. We offer full editorial and project management services, from planning through production, publication and distribution.

Here are some recently completed and ongoing communication projects:

Internal corporate communication

- **Global Pharmaceutical Supply Chain Organization:** Shepherded a site-wide effort to build employee trust and improve the workplace culture at the Bay Area manufacturing facility of a major pharmaceutical
 - Developed and led an editorial team to create and publish the site's first bimonthly employee newsletter
 - Wrote the vice president's popular weekly information update
 - Supported the successful launch of a new Intranet portal site; authored fresh news content with input from a site team
 - Coordinated a successful employee suggestion/feedback program
- **Kaiser Permanente:** Interviewed employees and wrote articles for *East Bay Area Focus* monthly newsletter

Member and marketing communication

- **Allison Bliss Consulting:** Edited marketing messages and articles for clients; drafted news releases
- **Contra Costa Community College District:** Coordinated editing and production of *Sharing Memories: Contra Costa Community College District, 1948–2008*, a book commemorating the college district's 60th anniversary. Edited and oversaw design and production of the 2008 and 2009 *Citizens' Oversight Committee's Measure A (2002) and Measure A (2006) Facilities Bond Programs Annual Reports* (www.4cd.edu)
- **Contra Costa Council:** Edited and produced monthly e-newsletter for the premier Contra Costa County public policy organization (ongoing)
- **Diablo Managers Association:** Designed, edited and produced the *Outlook* member newsletter to enhance communication among administrators of the Mt. Diablo Unified School District
- **Knox Communications:** Interviewed customers and wrote marketing case studies and articles about Sun Microsystems business solutions
- **Mt. Diablo Unified School District, Office of Pupil Services/Special Education:** Edited and produced Spanish and English issues of the *Special Edition* newsletter for parents of students with special needs, including layout/design and fulfillment oversight (ongoing)
- **Port of Oakland:** Interviewed subject matter experts and wrote articles for *Port News* Magazine; prepared drafts of media releases
- **Seventeenth Street Studios:** Edited articles and proofread *El Cerrito News and Views*, a quarterly newsletter for residents of El Cerrito

Benefits open enrollment communication

- **Anne Evers Communications:** Produced benefits open enrollment materials for PG&E Corporation, National Energy Group and eBay