

# Rob Kerby

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## PROFESSIONAL

- 1998 to present** **CARROLL COUNTY RESOURCE COUNCIL AND PREVENTION PLANNING BOARD, INC.**  
*101 Ratzlaff Avenue, Suite 1, Green Forest, Arkansas 72638.* – [www.CarrollCountyResourceCouncil.com](http://www.CarrollCountyResourceCouncil.com). I am Executive Director of this community-based non-profit. We've secured more than \$1 million in local infrastructure funding in the last ten years. Past projects include local implementation of Common Ground, the Arkansas initiative to prevent youth violence, the Coalition for a Tobacco-Free Carroll County, "Too Good For Drugs" and "Keep a Clear Mind" anti-drug after-school programs, "Get Real About Tobacco" in local phys-ed classes, "Al's Pals" drug-prevention in local pre-schools, the Smoke-Free Homes Pledge program and Arkansas Tobacco-Free Athletes. As the Carroll County Transition to Employment Assistance Coalition, we administered job-training programs and were one of two coalitions in the state to fulfill our sustainability plan to continue after state funding ended. Current projects include:
- 2010 to present** **Safe Routes to School.** Collaborating with the state Department of Highways and Transportation, we've developed a k-12 curriculum for phys-ed classes – [www.saferoutestoschool.net](http://www.saferoutestoschool.net) – maintain the website, are developing a series of educational videos and are promoting the curriculum nationwide.
- 2015 to present** **Transition from Jail to Community.** Working with the U.S. Department of Justice's National Institute of Corrections, we produced and are promoting an educational video promoting the Transition from Jail to Community initiative, a collaboration between NIC, the Urban Institute and local law enforcement agencies nationwide. Much of the filming was done at the Carroll County Jail.
- 1985 to present** **PUBLICATIONS TECHNOLOGIES**  
*503 Tharp, Green Forest, Arkansas* – [www.PublicationsTechnologies.com](http://www.PublicationsTechnologies.com). I coordinate projects for clients in the publishing business, including social media strategies and content, ghostwriting, editing, research, design and printing of books, newspapers, newsletters, brochures and websites. Projects include:
- 2012 to 2017** **Ribbow Media, Nashville, Tennessee.** I enjoyed the challenges of creating daily content and plotting strategies for a variety of causes, filmmakers and media. I ran the Twitter for the highly successful Dinesh D'Souza movie "2016: Obama's America," which holds the spot as second highest grossing film in its genre. I ran the *Washington Times'* Opinion section Facebook presence, taking it from 1,200 likes to over 140,000 in six months with 14.3 million impressions, 10 million of them viral. I enjoyed similar success with Brigitte Gabriel's ACT for America and the film "Hating Breitbart." Current projects include running the Facebook pages for D'Souza's book and movie "AMERICA: Imagine a World Without It," building a large audience just short of a half million. The book hit #1 on the *NY Times* bestseller non-fiction list while the film climbed to \$14 million as the sixth highest grossing political film in history, passing several of Michael Moore's films.
- 2011 to 2016** **Beliefnet, Norfolk, Virginia.** [www.Beliefnet.com](http://www.Beliefnet.com). I spent three years as Senior Editor at the world's largest inspirational website where it grew from about 2 million to 30 million monthly page views by 7 million unique visitors -- and 10 million newsletters sent daily to subscribers as well as a social media presence to more than 20 million viewers. I am now a Contributing Editor.
- 2003 to 2007** **Golson Books, New York.** Research and writing for several reference works, including *The Industrial Revolution in America: Iron and Steel*, *Historical Dictionary of Sino-American Relations*, *First, Second and Third Industrial Revolutions*, *Encyclopedia of World Geography*, *Encyclopedia on Poverty*, *Historical Alternatives* and *Encyclopedia of Politics: The Left and Right*. Assignments ranged from 1,000 words on "muckraking" journalism during Teddy Roosevelt's administration to 5,000 words on 19<sup>th</sup> Century innovations in the iron industry.
- 1999 to 2014** **Brookhill Books, Hot Springs, Arkansas.** Editing and production of several books, including *Joy in the Midst of Sorrow*, *God Will Do It for You Too*, *Vignettes of Answered Prayer*, *A Chainsaw and a Shovel: The Dennis Hamilton Story*, and *Sing O Barren Woman*. Top project was Dan Lewin's *From Holocaust to Hallelujah*, his story of surviving Hitler's final solution as a child.
- 1991 to 2012** **Christian Crusade Newspaper, Tulsa, Oklahoma.** I coordinated a monthly 20-page tabloid mailed worldwide, two monthly four-page fund-raising newsletters and daily emails driving traffic to [www.ChristianCrusade.com](http://www.ChristianCrusade.com) for this 60-year-old conservative political and religious outreach founded by the late Dr. Billy James Hargis. I also designed and maintained the website.
- 1991 to 2000** **New Leaf Press, Green Forest, Arkansas.** About a dozen books as author and editor, as well as ghostwriter. Titles included *Can a Lawn Chair Really Fly?* by **Jess Gibson**. I also did four books for **Lester Sumrall**, late founder of Lesea TV, South Bend, Indiana, including his autobiography.
- 1991 to 1999** **Victory Outreach, La Puente, California.** Several books for this international street outreach, coordinating research, writing, editing, design and printing for founder **Sonny Arguinzi** and staffer **Art Blajos**. For the latter, I co-authored *Blood In, Blood Out*, the autobiography of this ex-hired killer in the California prisons' Mexican Mafia, published by Monarch Books in England.
- 1991 to 1999** **Northwest Arkansas Economic Development District, Inc., Harrison, Arkansas.** I wrote two job-skills curriculums, *Capitalism in the Classroom* and *How to Get and Keep a Job*. I spent a semester field-testing both at Harrison High School, then oversaw the program's replication at four other high schools. The curriculum was later used in the Carroll County Transition to Employment Assistance in-school program in the county's three alternative high schools. Between 1991 and 1998, I also served as an in-class seminar leader, offering job-skills sessions for low-income and at-risk youth in NWAEDD's Job Training Partnership Act program at schools in Springdale, Harrison, Mt. Judea, Jasper, Omaha, Deer, Flippin and Marshall. After 1997, NWAEDD served as fiscal agent for a number of Carroll County Resource Council programs, including a Common Ground youth violence prevention project with 12 worksites.

- 1985 to 1991** **Dove Christian Books, Melbourne, Florida.** I supervised acquisitions, editorial advertising, design and production as the company's Managing Editor and Publisher. Projects included *Prosperous Living* by CNN radio commentator **Phil Drummond** and *How to Make Your Faith Work* by **Dr. Paul Yongi Cho** with the **Rev. Robert Schuller**. I researched and edited ten books by *New York Times* bestselling author **Nicky Cruz** and updated his blockbuster, *Run Baby Run*. Cruz is perhaps best known as the real-life street-gang leader in the best-selling book by David Wilkerson, *The Cross and the Switchblade*. Books I did with Cruz have been published in Australia, England, Germany, Finland, Indonesia, Nigeria, Brazil and Argentina. The final book I did for Cruz was *Give Me Back My Dignity*, about the Los Angeles riots.
- 1985 to 1987** **Florida Today, Cocoa, Florida.** I was night editor at this daily owned by *USA Today*.
- 1983 to 1985** **Strang Communications, Winter Park, Florida.** I was Managing Editor for *Charisma* magazine with a 350,000 national circulation; and Associate Editor of *Ministries Today*.
- 1972 to 1983** **Tulsa Daily World newspaper, Tulsa, Oklahoma.** I started as a teenage stringer, then rose through the ranks as copyboy, obituary writer, police reporter, education writer, special assignments reporter, copy editor, Assistant Zone Editions Editor, and Promotions Director. As a reporter, I did a series on death squads within the Oklahoma state prison system that resulted in the state corrections commissioner being fired and indictments of murder against two inmates. As Assistant Zone Editions Editor, I supervised reporters and photographers at three locations. As Promotions Director, I promoted and coordinated the newspaper's Great Jump-Off jump-rope competition for kids, the Great Chili Cook-Off festival, the Tulsa Run 15-kilometer race, and FreeWheel, a family-oriented week-long event in which thousands of bicyclists pedaled 500 miles across Oklahoma as I wrote humorous stories about their adventures.

## EDUCATIONAL

- 1999-2007** **University of Arkansas at Little Rock, Little Rock.** Attending UALR's Mid-South Summer School annually, I earned Certified Prevention Specialist credentials required by a number of grantors.
- Summer 2000** **Christian Spanish Academy, Antigua, Guatemala.** I completed an eight-week Spanish-language course along with my wife and four children while spending the summer in Latin America.
- 1972-78** **University of Tulsa, Tulsa, Oklahoma.** I graduated with a B.S. in communications, then did post-graduate work in secondary education. I did a pre-internship at Tulsa's Lynn Lane Elementary School, then my teaching internship at Tulsa's downtown Booker T. Washington High School.
- 1971-1972** **Oklahoma Military Academy, Claremore, Oklahoma.** After graduating from Tulsa's East Central High School, I spent a year at OMA, which is now Rogers State University. I was a member of the Phi Theta Kappa honor society and worked on the student/cadent newspaper, *The Escutcheon*.

## PROJECTS OF INTEREST

- 2000 to 2009** **American Soccer News, Los Angeles, California.** I wrote a column for this national soccer news service. The columns are the basis of a movie screenplay under development by 4LFilms.
- 2004** **Act One, Los Angeles.** I participated in the screenwriting mentoring program in Hollywood.
- 2001, 2002, 2003** **National Conference on Tobacco or Health, New Orleans (2001), San Francisco (2002), Boston (2003).** I produced two instructional videos and presented them at sessions for this national gathering. In 2002 and 2003, sessions included Carroll County at-risk youth demonstrating the effectiveness of peers as role models. Similar presentations were made at the National Soccer Coaches Association of America conventions in Providence, R.I., in 2001 and Kansas City in 2002 and at Centers for Disease Control conferences in Portland, Maine in 2001 and Mesa, Arizona, in 2002.
- June 1995** **Leadership '95 Camp, University of Central Arkansas, Conway, Arkansas.** I was the anti-substance abuse instructor at a residential summer camp for 60 low-income and at-risk.
- July 1995** **NASA Unified Camp, Woodland Acres Bible Camp, Alpena, Arkansas.** I was the anti-substance abuse instructor at a residential summer camp for 60 at-risk youth from Harrison, Arkansas.
- 1995** **Department of Human Services, Harrison, Arkansas.** I coordinated the Boone County Family Support and Preservation Task Force, established in response to the federal Family Support and Preservation Act. We compiled a five-year plan on behalf of the five counties in DHS Area II.
- 1994** **Arkansas Department of Employment Security, Little Rock.** Assigned by my supervisor at Northwest Arkansas Economic Development District, I coordinated development of the state Empowerment Project for Women with collaborators assigned to the project from the City of Little Rock, the University of Central Arkansas, and the Western Arkansas Employment Development Agency.
- 1991-1993** **North Arkansas College, Harrison, Arkansas.** I was an adjunct instructor, teaching freshman English Composition and an evening Keyboard Applications course. I also taught Continuing Education classes in conversational Spanish and Creative Writing.
- 1977-83** **Walk for Mankind, Tulsa, Oklahoma and Santiago Atitlan, Guatemala.** In Tulsa, I coordinated media relations for an annual fund-raising marathon walk that benefited a hospital and nutrition clinic in Central America. In 1983, I spent the summer as a volunteer at the hospital and nutrition center. When armed conflict broke out, project director Father Stan Rother and his assistant, Gaspar Culan Yataz, were killed. I escaped by mail boat. I continue to be involved as a board member in New Hope for Guatemala, focusing on the refugee camp El Tesoro on the Guatemalan-Mexican border.

## PERSONAL

I have been married since 1983 to Willa Kerby and we own the Country Rooster Antiques and Café on the Square in Green Forest – [www.CountryRooster.net](http://www.CountryRooster.net) -- and am a father of four, grandfather of eight. I speak conversational Spanish, in 1989-90 bicycled solo across the Andes Mountains in South America, am a long-distance swimmer and kayaker. I have coached, reffed and administered youth soccer since 1972.