

# JOHN P. CHURCHILL

1560 WINDY OAKS DR. | KELLER, TX 76262

 [jpchurchill@gmail.com](mailto:jpchurchill@gmail.com)  214-538-8818



[jpchurchill.com](http://jpchurchill.com)



[@jpchurch](https://twitter.com/jpchurch)



[www.linkedin.com/in/jpchurchill](http://www.linkedin.com/in/jpchurchill)

## WORK

### June 2010 to Present – Boy Scouts of America [Internal Communications Manager]

Manage internal communications at the National Council of the Boy Scouts of America. Founded in 1910, Scouting provides educational programs for approximately 2.9 million young people as part of an effort to build character, develop leadership capabilities and foster active, responsible citizenship. Responsibilities include:

- Creation and management of an employee news site at **scout-wire.org** to connect our nationwide workforce of 8,000 employees and more than 1 million volunteers.
- Script-writing and pre-production work on a range of internal videos, as well as management of our YouTube channel at **www.youtube.com/user/BSAIntComm**. Also, creation and management of our CEO's video blog at **waynebrock.wordpress.com**.
- Consultation with executive management on a range of communications issues and special events, as well as management of our annual report.
- Developed a quarterly communications measurement system that tracks our progress against goals.

### September 2005 to January 2010 – Alcon Laboratories Inc. [Manager, Global Internal Communications]

Managed internal communications efforts at the world's largest eye care company, with 15,000 employees in more than 75 countries. ■ Developed, planned and conducted communications in support of the company's business objectives and culture using a range of media, including: print magazines, web-based tools, presentations, speeches, video, the annual report and the corporate intranet. Specific duties included:

- Served as managing editor of two corporate magazines: *Alcon World News*, the company's quarterly global magazine, and *Euro-Vision*, a multi-lingual magazine for Alcon's European employees. Managed writing (in-house and freelance), design and photography. Drove complete redesigns of both, which increased readership, lowered printing and distribution costs and attracted greater employee contributions.
- Worked closely with the CEO and other senior leaders to draft communications and provide consultation on major company initiatives, including crises, organizational change and special events.

### April 1999 to September 2005 – Southwest Airlines Co. [Manager, Employee Communications]

Worked on the Corporate Communications staff at Southwest Airlines – named by *FORTUNE* magazine as the "World's Most Admired Airline" and "America's Best Company to Work For." ■ Using a variety of award-winning print and electronic media, we communicated the company's triumphs, explained its latest moves and reinforced its famed employee culture. ■ Developed a wide range of internal communications vehicles, including:

- **Today@SWA:** Wrote, designed and distributed a daily print and HTML newsletter distributed to 35,000 employees in more than 60 cities.
- **Employee News Line:** Met weekly with the CEO to identify key issues affecting Southwest and the aviation industry and drafted his remarks, which he recorded on a toll-free phone hotline.
- **Crisis:** Led my team's crisis communications efforts during adverse situations, including 9/11/01, the most active hurricane season on record (2005, with Katrina and Rita) and other events affecting our service.
- **Other:** Prepared research memos, talking points and presentations for the vice president of corporate communications, as well as communications guidance and issues management for company leaders at all levels. Also represented Southwest at national communications and brand management conferences, where I spoke about our transformational efforts and Southwest's famed corporate culture.

### November 1995 to April 1999 – Distribution Contractors Association [Publications Manager]

Communications jack-of-all-trades for an international construction trade organization whose members include some of the largest utility contractors and construction equipment manufacturers in the world (such as Caterpillar, John Deere and Case). ■ Range of duties included feature writing, graphic design, photography, media relations, web development, advertising and marketing.

**January 1994 to November 1995 – Southern Methodist University [Copy Editor]**

Edited drafts, proofs and finished copy during the conception, design and production of publications for the university's Office of Public Affairs. ■ Served as a writer and editor for various university publications, including *SMU* and *SMU Research* magazines.

**March 1992 to January 1994 – Sulphur Springs News-Telegram [Reporter]**

Responsible for developing and writing a dozen stories a week on a wide variety of topics ranging from breaking news and civic affairs to features, agriculture, the environment and politics.

**SKILLS**

**WRITING:** Published in a wide variety of newspapers, magazines, websites and other news outlets, including: The Associated Press, *The Wall Street Journal*, *The Dallas Morning News*, *The Houston Chronicle*, *Trenchless Technology* magazine, *Underground Construction* magazine, *SMU Research* magazine and *Spirit*, the in-flight magazine of Southwest Airlines. (Please visit [jpchurchill.com](http://jpchurchill.com) for samples.)

**PHOTOGRAPHY:** Wide range of photographic experience, with work published in national magazines, newspapers and annual reports.

**DESIGN:** Extensive Windows and Macintosh systems and software experience, including: Adobe Creative Suite, Quark XPress and Microsoft Office applications. Practical knowledge of four-color printing process, from budgeting to design and final output of project.

**WEB & NEW MEDIA:** Internet design experience using Wordpress, Sitecore, Sharepoint, Documentum and a host of web utilities. Also well-versed in the use of social media such as Twitter (@jpchurch), blogging platforms ([jpchurchill.com](http://jpchurchill.com), [waynebrock.wordpress.com](http://waynebrock.wordpress.com) and [scout-wire.org](http://scout-wire.org)), Flickr and others.

**SCHOOL**

**Texas A&M University – College Station, Texas**

Bachelor of Arts, Journalism

**HONORS**

**2012-** Board Member, American Red Cross Blood Services, Southwest Region

**2008-10** Board Member, Fort Worth/Tarrant County A&M Club (Vice President – Public Relations)

**2006** League of American Communications Professionals Gold Medal Award, American Graphic Design Award from Design USA and International ARC Silver Award Winner (Alcon 2005 Annual Report) Ragan Communications Recognition Awards Grand Prize, Best Employee Magazine (Southwest Airlines' *LUVLines*)

**1999** Member of PR Week magazine's "Corporate PR Team of the Year" (Southwest Airlines)

**1996** Certificate of Recognition for Excellence in Newsletter Writing and Design, Gold Circle Awards, American Society of Association Executives (Distribution Contractors Association)

**1994-95** During my time at SMU, the Publication Services staff won more than two dozen awards – including an Excellence in Overall Publications award – from the National Council for the Advancement and Support of Education and the University and College Designers Association

**1993** First Place – Business Reporting, Associated Press Managing Editors' (APME) awards

**OTHER** Former member of the Texas A&M Corps of Cadets; Eagle Scout, Boy Scouts of America