

JACQUELINE BOULDEN

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Profile >

I am communications specialist in strategic external and internal communications, media, publicity, marketing, and special events; an excellent writer and editor; and a Telly-winning video producer. I have provided communications strategic advice to small non-profits, and to the largest foundation in the country dedicated to health care issues; produced documentary, training and motivational videos as well as provided communications advice to a national civic education program, and one of the top pharmaceutical companies in the world.

Experience

Communications Liaison for The Future of Nursing: *Campaign for Action*, an initiative of the Robert Wood Johnson Foundation (RWJF) and AARP; and freelance video producer, RWJF, January 2013 to present

- Working closely with senior communications officers and the senior adviser for nursing at RWJF, I facilitate high-level communications with the RWJF, the *Campaign for Action*, and external communications firms. This includes helping craft strategic campaigns; sustain team collaboration; create various content and campaign collateral; and assist in the planning of national events.
- I have produced videos for several RWJF programs, including the Telly-winning 40th anniversary video for RWJF's Health Policy Fellows program, the 30th anniversary video for the Harold Amos Medical Faculty Development Program, the 25th anniversary video for the Summer Medical and Dental Education Program, and videos for The Future of Nursing: *Campaign for Action*.
- In a temporary employee role I provided communications support to more than 20 programs in the Human Capital portfolio, including several programs focused on nursing, participating in program and communications team meetings and strategic planning.

Internal Communications, Pfizer Specialty Care North America (part-time), May 2011 to December 2012

- Wrote and edited internal announcements, high level employee communications, internal marketing and motivational videos, content for electronic newsletters and Intranet website.
- Assisted in creating and implementing strategic internal communications plans.
- Organized live multi-site Town Halls in North America.

Communications Specialist, Jobs to Careers, July 2010 to December 2010

- Developed and implemented a strategic communications plan with District 1199C Training & Upgrading Fund in Philadelphia, one of 17 Jobs to Careers sites across the country, funded through an initiative led by the Robert Wood Johnson Foundation, focused on improving the lives and careers of frontline mental health-care workers.
- Worked with national communications consultants and another local project communications specialist to create local and national web content and an online media toolkit.
- Interviewed workers, hospital and academic executives and Training Fund staff to create marketing collateral, profile stories, pitch letters, fact sheets; obtained a successful media placement.

Director, Pennsylvania Student Voices, May 2004 to July 2006

- Recruited hundreds of teachers, developed marketing and instructional handouts, conducted teacher trainings, wrote classroom materials, press kits and other public relations and media materials, and helped generate dozens of stories in the media.
- Managed major events including one involving hundreds of students, the Governor, Secretary of the Commonwealth and Secretary of Education.

National Media Communications Consultant, Student Voices, May 2003 to March 2007

- Worked with a dozen coordinators from Student Voices projects around the country to brand the project in collateral materials, strategizing media outreach and obtaining publicity.

Video Producer, Annenberg Public Policy Center, January 2000 –August 2009

- Produced over 20 educational, teacher training and documentary-style videos for Student Voices and Annenberg Classroom – national civic education projects of the Annenberg Public Policy Center
- Wrote Teacher’s Guides and a curricular component, “Making an Issue-Based Video”

Broadcast Career >

Anchor/Reporter, WTXF-TV, Philadelphia, PA, April 1988 – July 1999

I received several awards, including three Emmys (and nine Emmy nominations) for my news reporting.

Reporter/Anchor/Brevard County Bureau Chief, WCPX-TV, Orlando, FL, January 1984 – April 1988
NASA was my beat: I covered the Challenger accident and 14 other space shuttle missions.

Producer, Maryland Public Television, September 1983 – January 1984

Reporter/Anchor, WNEP-TV, Wilkes-Barre/Scranton, PA, August 1979 – September 1982

Reporter, WNDU-TV, South Bend, IN, March 1978 – August 1979

Anchor/Reporter, WEBR News Radio, Buffalo, NY, November 1976 – March 1978

Anchor/Reporter/Features Coordinator, WNWZ Radio, Rochester, NY, May 1976 – November 1976

Anchor/Reporter, WPTR Radio, Albany, NY, May 1975 – May 1976

Fundraising, Volunteer & Outreach Experience >

- Event volunteer and participant, Arthritis Foundation: May Arthritis Walk
- Volunteer and member, Marketing Committee, The Wellness Community of Philadelphia: helped with fundraising, marketing and outreach events
- Member, Board of Directors, Women’s Therapy Center: helped write grants, fundraising materials and organized an “Arts Fun-draiser” to raise money and awareness about the organization
- Volunteer, WOMEN’S WAY: various fundraising and media events, including producing videos for the annual dinner showcasing honorees
- Volunteer, Girl Scouts of Southeastern Pennsylvania: Camp VIP mentoring program

Honors >

2015 Telly Bronze Award, Online Information and 2015 Telly Bronze Award, Non-broadcast Recruitment, “RWJF Health Policy Fellows 40th Anniversary video.

2009 Telly Bronze Award and 2009 Communicator Award of Distinction for Education Video, “Presidential Signing Statements.”

2009 Telly Bronze Award and 2009 Communicator Award of Distinction for Education Video, “How a Bill becomes a Federal Law.”

2004 Telly Bronze Award for History Video, 2003 Telly Bronze Award for Education Video, 2003 Communicator Award for Education Video, and 2003 Accolade Winner for Short Documentary, “Mayors & Government in a Time of Crisis.”

1998 Mid-Atlantic Emmy Award for Spot News – Extended Coverage, “Northeast Storm.”

1996 Mid-Atlantic Emmy Award for News Feature/Same Day, “Cardinal Krol Procession.”

1995 Pennsylvania Associated Press Broadcasters Association Award for Spot News.

1994 Mid-Atlantic Emmy Award for Science Reporting, “The Delaware Estuary.”

Numerous other awards for excellence in reporting.

Education >

- University of the Arts, Philadelphia, PA, Web Design Certificate, 2008
- University of the Arts, Philadelphia, PA, Print Design Certificate, 2007
- Utica College of Syracuse Univ., Utica, NY, B.A., Journalism/Public Relations (cum laude), 1975
- Mohawk Valley Community College, Utica, NY, A.A.S., Liberal Arts, 1973