

N. Scott Jones Biographical Overview

Professional Expertise



N. Scott Jones has 21 years of senior-level public relations and public affairs experience, providing counsel at the senior executive and board of directors' level.

Mr. Jones manages a public relations client base which encompasses energy, heavy industry, transportation and litigation communication. He has served clients such as American Airlines, Centex Homes, Pride International, Shell Global Solutions, Temple-Inland Corporation and various publicly traded and privately held companies throughout the United States. Mr. Jones has consistently applied, on behalf of clients, his nationally recognized expertise in:

- **Strategy development:** proven ability to analyze complex business/public policy issues and develop efficient and effective communication and public affairs strategies.
- **Media relations:** including editorial board, news and trade media briefings, press conferences, media training, news releases, media placement and crisis communications at the local, state and national level.
- **Crisis Communications & Litigation Support:** including media strategies in support of high-profile litigation, expert testimony on communication issues, and support strategies for corporate management during ongoing operational crises. He served as an expert witness in a high-profile federal libel case in which the jury awarded the plaintiff a rare decision of damages in excess of \$4 million.
- **Employee Communications:** in-depth experience in assisting clients with divestitures, workforce reductions and sustainable employee communications programs. Pioneering work in assessing and addressing communications gaps between management and diverse employee populations.
- **Community relations:** from a single residential subdivision concerned about EMFs, to entire communities opposing sitings of industrial facilities, to remediation of extensive environmental hazards. His risk communication expertise has been published in the *Seton Hall Law Review*.

In the media relations arena, Mr. Jones has represented clients on national news magazine investigative reports, including two involving *Dateline NBC*, in addition to *48 Hours*, *ABC News 20/20*, *PrimeTime Live* and *TV Nation*.

Mr. Jones' achievements in public service are extensive. In August 1995, Governor George W. Bush appointed him to a six-year term as chairman of the Texas Department of Transportation Motor Vehicle Board, where he previously served from 1987 to 1992 as a gubernatorial appointee of Governor W.P. Clements. Mr. Jones is a member of the Advisory Board of Directors and Executive Committee of The Nature Conservancy of Texas.

Select Career & Client Engagement Highlights

American Airlines

Fort Worth, Texas

Project Location & Assignment: Nationwide – PR launch of online booking and ticketless travel

Synopsis: Developed and executed the nationwide launch of online booking and ticketless travel (aa.com) working directly with then-CEO Donald Carty for American Airlines. Retail customer, business traveler, employees and shareholders represented a diverse stakeholder group requiring accurate and message driven communication leading up to launch. A launch press conference at DFW airport with subsequent events in New York and Chicago were executed for media and stakeholders within 24 hours of launch. Intensive media relations and elaborate e-commerce demos were executed at each event. Business and travel media saturated the event with coverage and resulted in a 429% increase in web traffic and booking within the first week of launch.

Centex Corporation

Dallas, Texas

Project Location & Assignment: Nationwide – Cause-related marketing and issue management

Synopsis: Environmental issues and smart growth continue to present burgeoning issues for the homebuilding industry. As a leader in the category, Centex desired a venue to position them as a leader in environmental stewardship. Conceived and developed a national cause-related marketing relationship with The Nature Conservancy, the nation's leading non-profit dedicated to the preservation of habitat and native lands. To date, Centex Homes is the first, and only, homebuilder to serve as a national cause related marketing partner with The Conservancy. The program consisted of providing each new Centex homebuyer with a free \$35 one year membership to The Conservancy. Multiple direct mails and collateral pieces with strategic positioning messages accompanied the execution. Employee involvement was also a key component of the program. Through its fourth year, the program has yielded 70,000 new members for The Nature Conservancy and generated approximately \$4 million in monetary support for The Conservancy's mission. JD Power survey results show positive customer response in excess of 96%. Employee and management support for the program is substantial.

Federation of Electric Power Companies of Japan

Washington, DC

Project Location: Washington, DC – Nuclear waste reprocessing

Synopsis: Represented the consortium of all electric utilities in Japan on the shipment and reprocessing of spent nuclear fuel from Japan to France. Provided strategic counsel, intense media relations work and guidance under significant international media scrutiny. Managed responses to Greenpeace and other environmental interest groups. Coordinated with client representatives and technical partners in Japan, US and UK. Project successfully implemented.

Maxus Energy & Occidental Chemical Corporation

Dallas, Texas

Project Location & Core Issue: Newark, NJ – Dioxin contamination

Synopsis: For five years, managed all facets of media and community relations for world's largest dioxin contaminated site. Worked closely with Region I USEPA. Awarded environmental justice award by USEPA for excellence in community relations. Work published in the Seton Hall Law Review. Remedy under consent decree successfully implemented despite interest group opposition.

Merco Environmental Corporation

Long Island, NY

Project Location & Issue: Sierra Blanca, TX and New York, NY – Beneficial use

Synopsis: Supported the successful permitting and operational commencement of beneficial application of sewage treatment biosolids on range land in West Texas. Worked with Region 6 USEPA under intense national media scrutiny. Served as expert witness in libel lawsuit against Michael Moore in federal district court, winning a rare \$4.5 million jury award. Project successfully operational.

Shell Global Solutions

Houston, Texas

Project Location & Issue: North and Latin America – Media Relations & Training

Synopsis: For four years have served as engagement manager for the US technology arm of Shell Oil Company. The company implemented a decision to promote its products by preparing and authorizing its business line managers to proactively engage the media. Created a customized media training program and conducted training for all selected personnel in the Americas. Today, the program is one of the most sought after and popular of all training programs within the organization. It was adapted into leadership communication for Shell GS clients and now implemented as part of the engagements with the company's end client.

Public Service Involvement

- Inaugural Member and All-Star, Rudy Giuliani Presidential Exploratory Committee
- Two terms as a Commissioner and Chairman, Texas Department of Transportation Motor Vehicle Board – Appointed: 1987 – Gov. W.P. Clements Jr., 1995 – Gov. George W. Bush
- Advance Team Member, Presidents Reagan, Geo. HW Bush and George W. Bush
- 10 year member, Advisory Board of Directors, The Nature Conservancy
- Political Advisor to numerous state and federal elected and appointed officials for over 20 years