

**JAMES M. GRANDONE**  
**PUBLIC RELATIONS PROFESSIONAL**

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**CAREER SUMMARY**

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I have used proven public relations techniques to generate measurable results for clients. My experience offers companies broad and deep understanding of business needs and how communication and media can work to meet those needs.

**EXECUTIVE PROFILE**

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I provide Public Relations (PR) strategic marketing counsel to top decision makers at corporations, law firms, and not-for-profit organizations to help them achieve their business objectives through effective communications. I use techniques and practices that I have found to be effective and employ media contacts and press releases for business/trade media. In addition, I write Website content, revise/edit company materials, create executive/candidate's speeches, achieve networking goals and create an impressive online presence in social media.

Having worked primarily with key decision makers for most of my career, the breadth and depth of my experiences enable me to establish peer-to-peer communications with company leadership. I have become the trusted counselor to dozens of CEOs lawyers and elected officials in a variety of organizations. My relationships with editors, producers and reporters in print and broadcast media directly benefit my clients.

My career is a record of exceeding expectations in generating stellar results for clients. I also have a unique, proven ability to successfully reverse undeserved negative reputations of organizations through working with decision makers to communicate directly with detractors in the news media or general public.

My experience also includes developing campaign strategies at the national, regional, county and local levels. Success rate with referenda and political campaigns is 85 percent.

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**SKILLS**

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- Getting Results

- Media Strategy
- Campaign Strategy
- Media Relations/Publicity plan and execution
- Promotional campaigns
- Management of business, campaigns
- Media Training
- Public Affairs lobbying
- Press Conferences
- Web Content writing
- Commentary/Op-ed writing and placement
- Strategic Counsel Law/Political/Business
- Crisis Communications Plans/ Crisis Communications execution
- Feature Articles placement
- Advertising concept development/campaign /buy
- Brochure Development
- Not-for-Profit Governance

## **PROFESSIONAL EXPERIENCE**\_\_\_\_\_

### **Grandone Media Strategies**

#### **President 2000- present**

- Advised attorneys for contentious litigation. Lead media training and managed media relations for attorneys and their clients at mid-size law firms in Missouri and Illinois.
- Generated business for a mid-size, St. Louis law firm to create and identified opportunities for principals to garner publicity in their primary areas of practice.
- Created and implemented strategy to place individual attorneys on social networking media and placed several associates on not-for-profit boards of directors.
- Guided public opinion through extensive news coverage of Illinois and Missouri public employee pension underfunding for police and firefighters.
- Conceived and executed plans for campaign to pass several sales tax referenda in several municipalities in Illinois and Missouri.
- Lobbied to stop legislation in Missouri House and Senate that would have harmed firefighter and police pension funds for public employees and retirees.
- Wrote strategic campaign plan for Springfield (Missouri) Fraternal Order of Police to pass a tax increase to fund pension plan, persuaded city officials to act without need for implementation.
- Launched a successful campaign to promote a new Midwestern airport, located adjacent to Scott Air Force Base as an ideal location for passenger and international air cargo operations from Asia.
- Art directed and wrote copy for a promotional brochure for airport, and arranged for translation into Chinese, Spanish and English.

- Lead a plan to overcome vocal, local criticism of local public funding for airport through positive media relations and meetings with community leaders.
- Served as outside Director of Public Relations a for mainframe financial software company in the Golden Triangle (North Carolina).
- Worked with company leaders to re-establish software company's reputation and rolled out new corporate identity.
- Worked with Web site developer and provided content for internal & customer access to new healthcare management software.
- Handled a proprietary account in Southern Illinois. Lobbied successfully for passage of new legislation, in the Illinois General Assembly, to require incorporation of compost in new highway construction.

**Grandone Hauser, Inc.**

**President 1995-2000**

- Managed all aspects of small, regional, public relations firm in Midwestern United States. Responsible for new business development and client service, as well as managing day-to-day operations and employees.
- Expanded "East County" economic development campaign, which generated of billions of dollars in private and public investments in Illinois.
- Worked with Missouri developer on Illinois industrial park development, which attracted extensive capital investment by  
Amazon,  
Dial Corp.,  
Hershey's Corp.,  
Anheuser-Bush, Inc.  
and other major companies for logistics operations locations in Gateway Commerce Center.
- Advised on effort to raise more than \$2 million in support of economic development campaigns to promote Illinois region and protect Scott Air Force Base, a joint-command base in Southwestern Illinois.
- Developed strategy for campaign that retained military base, saving 13,000 jobs with an economic impact of \$3.7 billion, as part of an economic development and job retention effort.

- Lead the media interface for an aviation company accused of causing the ValuJet commercial airliner disaster in Florida. Effort included rigorous media training of legal spokesperson and company executives.
- Refocused message that the airline disaster was an accident, not a crime, when criminal charges (RICO) were threatened.
- Advanced and attended Congressional hearing on air safety and handled media relations for several National Transportation Safety Board (NTSB) hearings.
- Lead successful media relations, fundraising and community awareness campaign to oppose recommendations by the federal Defense Base Realignment and Closure Commission (BRAC) in 1995 and 2000 for Scott Air Force Base in Illinois.
- Conducted a successful advisory referendum for a new bridge over the Fox River at Algonquin, Ill. for McHenry County Economic Development Foundation.

### **Marketing Mix, Inc. Clayton, MO**

#### **General Manager, Public Relations 1992-1995**

- Lead Public Relations department of dynamic, integrated marketing company in suburban St. Louis.
- Developed strategy, managed staff and implementation of public relations aspects of advertising/events/public relations integrated marketing campaigns.
- Created East County campaign, a highly successful, multi-year economic development campaign for a two-state familiarization effort.
- Successfully launched re-flagged major downtown St. Louis hotel through a highly creative event used the Flying Elvi to draw thousands of people to the hotel downtown St. Louis at rush hour.
- Managed successful new-product launch in test market in Arizona. Product later introduced nationally, based upon results of test market success.

### **Edelman Worldwide, St. Louis, MO**

#### **Account Supervisor 1987-1992**

- Significantly increased awareness of DePaul Health Center's orthopedic and anesthesiology services, which dramatically increased number of patients seeking services by doctors.
- Lead effort that resulted major profit centers for the hospital.
- Established identity and maintained awareness of small community hospital (Anderson Hospital) through integrated marketing and community outreach to surrounding cities and towns.

Wrote monthly newsletter, generated steady publicity, and arranged speaking engagements for hospital administration.

- Wrote newsletter for a small HMO based in St. Louis that ultimately become Centene Corp.
- Lead economic development effort to attract jobs and businesses to middle-sized industrial city in Central Illinois through a comprehensive regional and national publicity campaign
- Introduced Sunday Banking to suburban St. Louis County for a bank and its branches.

## **Education**

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B.A., Political Studies, University of Illinois at Springfield

Additional studies in journalism, senior with degree, Southern Illinois University Edwardsville

Coro Fellow:

As part of the fellowship, I interned at: Saint Louis Symphony Orchestra, Metropolitan Association for Philanthropy, Mallinckrodt Chemical, City of St. Louis Community Development Agency, Missouri AFL-CIO, and Roy Blunt, Sr. campaign.

## **Pro Bono Work/Membership/Awards**

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- ❖ Chicago Bar Association - Associate Member
- ❖ American Bar Association – Associate Member
- ❖ Legal Marketing Association - Member
- ❖ Panelist for Bar Association of Metropolitan St. Louis (BAMSL) - Annual “Bench & Bar Conference.”
- ❖ Diamond Award KSDK TV NewsChannel 5 for service on community advisory board
- ❖ American Red Cross Disaster Services – Five-year award as certified Disaster Services Volunteer.

*Salary requirements depend upon location and level of risk.*

*Confidential references available upon request.*