

# SCOTT ERIC PATON

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**Marketing, PR & Communications Specialist. Writer. Broadcaster. Researcher.**

Scott Paton has spent two decades crafting effective messaging that delivers ideas, news and information with impact and clarity. With a substantial portfolio that encompasses Radio/TV, Print and the Web, his work has spanned the realms of Accounting, Advertising, Biography, Entertainment, Finance, Government, Healthcare, History, Law, Lifestyle, Manufacturing, Nonprofit, Politics, Professional Trades & Services, Real Estate, Retail, Science and Technology.

Observing the cardinal rule that no project is complete until it exceeds his client's expectations, Paton provides local and small-to-medium business with the same professional standard of communications that he has executed for high-profile entities such as CBS, Dick Clark Productions, Hilton Hotels, Smithsonian, Southwest Airlines and the Universal Music Group.

Whether you are looking to brand your services or products, seeking Broadcast, Print or Web content, or are in need of advertising and marketing concepts, Scott Paton will help you best define your objectives, articulate your message and execute your strategies for success.

## Internet

As an independent consultant or as a subcontractor for other web development and marketing firms, Paton has executed "Best Practices" Internet strategies and copywriting for approximately 200 clients. These efforts included a variety of combinations of the following initiatives:

- **Website Content**
- **Search Engine Optimization (SEO)**
- **Online Marketing**
- **Landing Pages**
- **Email Marketing Campaigns**
- **Best Practices Guides for an Effective Web Presence**

Authored numerous guides with regard to Internet presence and online marketing. These include *Effective Writing for the Web*, *Maximizing Search Engine Optimization* and *Email & Online Marketing*.

Drafted more than 150 Online Best Practices Guides –each spotlighting the significant aspects of a particular trade, retail segment, industry or service-oriented business—instructing how to best execute a successful web presence and marketing strategy. These guides are made available to web developers who utilize them as tools to land clients and, correspondingly, expand their visibility and improve their messaging online.

## Print, Content & Collaterals

Short-term projects or all-encompassing campaigns—Scott Paton has generated written initiatives and printed collaterals for nearly 200 clients, as well as his own professional ventures. In the execution of advertising strategies and content, Paton brings visual concepts to the table and often collaborates with a project’s designer in devising the layout and aesthetics of visual presentations and physical product.

- **Press Releases**
- **Executive Correspondence**
- **Social Media**
- **Speeches for public address**
- **White Papers / Case Studies**
- **Crisis Management**
- **Presentations for symposium/conference**
- **Testimonials**
- **Print & Display ads, signage & billboards, posters**
- **Collateral initiatives, e.g., brochures, mailers, banners, door hangers, et al.**
- **Direct Mail**
- **Internal Communications**
  - **Internal memos**
  - **Business Plans**
  - **Executive Summaries**
  - **Pitch documents for contracts and venture capital**
  - **Requests for Proposals (RFPs and responses to RFPs)**
  - **Tutorials, Training Sessions, Ongoing Marketing Consultancy**
  - **Technical Writing, Procedural guidelines, Company handbooks, Operational manuals**
  - **Position papers**
  - **Editorials for publication**
  - **Newsletters (for both internal and external circulation)**
  - **PowerPoint for presentations to internal and external constituents**
- **Freelance Writer/Editor**

Authored articles on a variety of subjects for national and local periodicals; byline has also appeared in various other print and web publications.
- **Copyediting & Proofreading**

A stickler for error-free communication, even in the most casual of emails, Scott Paton is versed in both the Chicago & AP styles of proofing. He also adheres to the belief that every writer, no matter how precise and talented he or she may be, benefits from a “second set of eyes.” Failing that luxury, work is completed well in advance of deadline, allowing time for review with a fresh perspective.

## Broadcast

- **Programming/Advertising**

Paton has written and produced more than 10,000 hours of broadcast programming for every major radio network (ABC, CBS /Infinity, Mutual Broadcasting System, NBC, et al) as well as some of the leading program syndicators, including Dick Clark Productions, Westwood One and Watermark, Inc. In some instances, he also created and produced advertiser's attendant commercial spots in accordance with the message points sponsor/agency wished to convey. Clients included Chevy Trucks, Motown Records, Mutual of Omaha Insurance, Universal Music, Volkswagen and Wrangler Jeans among others.

- **Advertorials**

Some of Paton's long-form programming (one or more hours in length) has been a vehicle of promotion to stimulate calls-to-action by the featured subject(s) of the program. These "advertorials" are produced in the guise of news & information, a documentary or entertainment programming. Familiar, similarly-formatted examples would include Time-Life infomercials.

- **Voice-over copy for TV/radio**

- Co-formulated show and spearheaded all editorial initiatives for the Hilton Hotel chain's in-house, closed circuit *Hilton Magazine* TV program. (1983)
- Wrote, directed, produced and co-hosted a series of documentaries commemorating Motown Records 50<sup>th</sup> Anniversary which aired nationwide. Additionally, Paton created Universal Music's radio advertising campaign promoting the Motown catalog. (2009)
- Wrote and produced a national radio spot for Southwest Airlines targeting the urban market for holiday travel sales. (2010)

Paton also has extensive experience directing voice-over talent, as well as *servicing* as the v.o. talent himself on several hundred hours of programming and commercial spots.

- **Video scripts**

Paton has generated hundreds of hours of video scripts, most notably the aforementioned *Hilton Magazine*, in-house TV travelogue. The first program of its kind, its model is now a ubiquitous promotional and advertising vehicle in medium-to-large hotel chains.

- **Scripts for TV/radio advertising spots w/ local customization or syndication**

National program promos or commercial advertising spots would frequently require generation of custom copy to be recorded by local affiliates and tagged to the parent, pre-produced spot. On the advertising side, creating copy for local sponsors –*example*: independently-owned car dealerships—to fill "donuts" or trail-outs left open in the auto manufacturer's national broadcast spots was standard practice. Also syndicated generic spots by customizing for local markets.

## Clients – Internet

Columbia National Real Estate Finance, LLC	<a href="http://www.cnref.com/">http://www.cnref.com/</a>
Wealth Management Institute	<a href="http://www.wealthmanagementpro.com/">http://www.wealthmanagementpro.com/</a>
AlertBoot web-based Data Protection	<a href="http://www.alertboot.com/">http://www.alertboot.com/</a>
St. Casimir's Savings Bank	<a href="http://www.stcsb.com/">http://www.stcsb.com/</a>
Mediterranean Heating & Air Conditioning	<a href="http://www.mhac.com/">http://www.mhac.com/</a>
ProFloat Marine Dock Systems	<a href="http://www.profloat.com/">http://www.profloat.com/</a>
Franchise & Business Development Company	<a href="http://www.franbiz.com/">http://www.franbiz.com/</a>
Atlantic Risk Management & Insurance	<a href="http://www.atlanticrisk.com/">http://www.atlanticrisk.com/</a>
Law Firm of Abramoff, Neuberger & Linder	<a href="http://www.abrneu.com/index.html/">http://www.abrneu.com/index.html/</a>

- \*Also: **Beverages & More (BevMo)** West Coast wine & spirits retailer (*San Francisco*)  
**Caring Companions** medical home care services (*Los Angeles*)  
**Casino Connection** catering and event planners (*Austin, TX*)  
**Charter Funding Mortgage** (*Phoenix*)  
**Chicagotheband.com** Rock & Roll legends, Chicago (*Los Angeles*)  
**Coburn Chemicals** professional de-icing (*Providence, RI*)  
**Coyle Insurance** (*IL*)  
**The Dean Group** business valuation services (*Dallas*)  
**Digital Video Singles.com** online music video sales (*London*)  
**Expressions Aesthetic Dentistry** (*Atlanta*)  
**Greater Baltimore Technology Council**  
**Hamann & Williamson, CPAs** (*Austin*)  
**Harrell Realty** (*Dallas*)  
**Illinois Central College**  
**Kelley Lawn & Landscaping** (*Baltimore*)  
**Meals.com / Nestle** food/recipe resource (*NY*)  
**Millman Executive Search Group** (*Baltimore*)  
**Mom.com** resource website for mothers/women (*Baltimore*)  
**Motown Records** (*New York*)  
**Old Town Construction** (*MD*)  
**The Power of One** social marketing-oriented charitable agent (*Los Angeles*)  
**Princeton Sports / Under Armour** apparel exclusives & prototypes (*Baltimore*)  
**Margaret Rappaport, Clerk of Court** 2010 Re-election Campaign (*MD*)  
**Royal Flush** portable amenities/facilities (*CT, MA, NY, Washington, DC*)  
**Superior Oil** (*Boston*)  
**True Presence** Web Franchising & Development (*Baltimore*)  
**Unity Bank Commercial Lending** (*NJ & PA*)  
**WEBGENX/WebConnect** web-based apps for the Restaurant Industry (*Baltimore*)

*\*Partial list of wide-client spectrum. Web content may have been altered, edited or supplanted since initial generation. Samples of original site copy available upon request.*

## Clients – Print, Content & Collaterals

***The Baltimore Sun – feature articles***

**Beverages & More (BevMo) – advertising, direct mail** (San Francisco)

**CBS Radio – advertising, collaterals** (NY)

**Charter Funding Mortgage – advertising, collaterals, direct mail** (AZ)

**Chicagotheband.com** Rock & Roll legends – **web content, features** (Los Angeles)

**Creative Factor** radio syndication – **advertising, collaterals, PR, partnerships** (L.A.)

**Digital Video Singles.com** – **web content, features, PR, blog, partnerships** (London)

**Entertainment AIDS Alliance Visionary Awards – program content, honorees bios** (L.A.)

**Goldmine Magazine –feature articles**

**Habitat For Humanity New Orleans –PR, fundraising**

**Johns Hopkins Children’s House –PR, fundraising** (Baltimore)

**Laundry Today** trade publication – **feature articles** (NY)

**Los Angeles Herald-Examiner – feature articles**

**McDonald’s / Capitol-EMI Records – CD premium campaign (\$60m gross rev.)** (L.A.)

**Meals.com / Nestle** food/recipe resource –**PR** (NY)

**Mom.com** resource website – **web content, features, PR, partnerships** (Baltimore)

**Motown Records – web content, features, PR** (New York)

**Mutual Broadcasting System – advertising, collaterals** (DC)

**New York Newsday –feature articles**

**Paramount Studios** merchandising – **advertising, collaterals** (Los Angeles)

**The Power of One** charitable agent – **business plan, VC pitch, PR** (Los Angeles)

**Precision Media – advertising, collaterals, PR, sales** (Baltimore/Los Angeles)

**QVC** music merchandising – **advertising, collaterals** (PA)

**Rappaport** Re-election – **web content, direct mail, collaterals, PR, speech-writing** (MD)

**Rolling Stone Random Notes – feature stories**

**Smithsonian/National Academies of Sciences** curriculum publications –**chapter material**

**Sony Pictures/Boondock Saints, LLC** film press junket – **PR**

**True Presence** Web firm – **web content, advertising, collaterals, PR, sales** (Baltimore)

**TV Guide.com – feature articles**

**Watermark** radio syndication –**advertising, collaterals, PR, partnerships** (Los Angeles)

**Various** – Generated biographies, corporate profiles, executive resumes, case studies, research documents, symposium & conference materials, posters, responses to RFPs, and served as ghostwriter for individuals in realms ranging from business to science, entertainment, sales, finance, philanthropy and technology.

## Clients – Broadcast

### Writer/Producer:

- **American Top 40** w/Casey Kasem (*Syndicated / ABC*)
- **America's Top 10** w/Casey Kasem (*Syndicated TV*)
- **Motown 50 w/Smokey Robinson** (8-hour special) (*Impact Radio*)
- **Motown 50 w/Mary Wilson of the Supremes** (*Citadel Broadcasting*)
- **Motown 50** Adult Contemporary special (*Citadel Broadcasting*)
- **Robert W. Morgan's Special of the Week** (*Syndicated / ABC*)
- **Dick Clark Productions** various music specials (*Unistar*)
- **Rock & Roll Hall of Fame** inductions pre-show/simulcast (*CBS*)
- **Lee Arnold On a Country Road** (*Mutual/Westwood One*)
- Various Artists – Two- and three-hour profiles on contemporary music makers and Classic Rock acts (*ABC, CBS, NBC, WW1, Infinity*)
- **20/20 MusicWorld** w/Wink Martindale (*Syndicated*)
- **John Lennon Story** (*Syndicated*)
- **Country Music Awards** (CMA) post-show (*Westwood One*)
- **Willie Nelson Lee Jeans Special** (*Syndicated*)
- **Top 30 USA** w/M.G. Kelly (*CBS*)
- **Top 40 Satellite Survey** w/Dan Ingram (*CBS*)
- **The Grapevine** (public affairs show – KHTZ-FM, *Los Angeles*)
- **Hilton Magazine** (Hotel chain's closed-circuit program)

### On-Air (host or contributor):

- **Motown 50 w/Smokey Robinson** (8-hour special) (*Impact Radio*)
- **Motown 50 w/Mary Wilson of the Supremes** (*Citadel Broadcasting*)
- **Motown 50** Adult Contemporary special (*Citadel Broadcasting*)
- **Rock & Roll Hall of Fame** inductions broadcast (*CBS*)
- Various Artists – series of Classic Rock music specials (*ABC*)
- **20/20 MusicWorld** w/Wink Martindale (*Syndicated*)
- **CMA Awards** post-show (1984-1994) (*Westwood One*)
- **The Grapevine** (public affairs show – KHTZ-FM, *Los Angeles*)

### Consultant:

- **Face The Music** TV Game Show
- **Late Night with David Letterman**
- **A&E Biography**
- MTV/VH-1

### Film / Music Consultant:

- **Apollo 13** soundtrack (*Paramount Studios*)
- **The Brady Bunch Movie** soundtrack (*Universal Studios*)
- **Beyond The Sea** (Bobby Darin biopic) – advised on matters of period and artifact accuracy (*Lions Gate*)

## Clients – Various

### Voice-Over Talent:

- Southwest Airlines
- Motown Records
- Volkswagen
- Chevy Trucks
- Wrangler Jeans
- Hilton Hotels

### Grassroots Initiatives:

- Community outreach as a vehicle for promoting fundraisers, political rallies and philanthropic events (American Cancer Society; Johns Hopkins Children’s Hospital Children’s House; Margy Rappaport 2010 Clerk of Court, Howard County, MD Election Campaign)
- On-campus events promoting upcoming concerts, music and video releases (Sony Pictures – *Boondock Saints*; Carl Wilson Foundation/UCLA cancer research fundraiser; various professional symposiums)
- Partner with local media for coverage of special events, in-store or on-site appearances, grand openings, etc.
- Forming strategic alliances with key entities, providing mutual benefit in promotional/marketing efforts

### Blogs

Contributed to numerous entertainment-oriented blogs and managed blog for UK-based music video retailer—Digital Video Singles (*all entries May 2011 and prior*)

<http://www.digitalvideosingles.com/blog>

### Education Curriculum

- Authored chapter material for the Smithsonian & National Academies of Sciences’ curriculum publications. Efforts include securing the participation of scientists and authors, pre-eminent in their respective fields, to contribute and submit to interviews in the development of content. Work spanned the realms of Science, Nature, History, Astronomy, Archaeology, Engineering, Oceanography and Aviation. It was incumbent upon author to ensure the highest degree of accuracy in these publications.
- Adjunct Professor – Howard Community College, Columbia, MD  
*Writing for Broadcast & New Media* – Instruction and curriculum development

**Online Portfolio:** <http://scottpaton.writersresidence.com/>