



# Tracy Clemons

Represented by **The NWT Group**

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<https://NWTgroup.com/client/tracyclemons>

## EXPERIENCE

### WGHP, High Point, NC

### Morning Anchor

June 2018 – Present

- Anchor 4:30am-7:00am weekday morning broadcasts
- Serve as primary presenter of news stories for all platforms in a clear, engaging and meaningful manner
- Report enterprise and investigative stories on topics relevant to Piedmont-Triad region
- Collaborate with producers to create news segments and headlines for multiple newscasts
- Followed quality standards and procedures to minimize errors and maximize customer satisfaction
- Brainstorm with Executive Producer to develop exciting and informative content, teasers and promotions
- Increased daily viewership resulting in ascension to number one morning newscast in market

### Houston Independent School District, Houston, TX

### Press Secretary

June 2017 – June 2018

- Served as key spokesperson for largest school district in Texas; representing 215,000 students and 33,000 employees
- Ensured accurate, effective and consistent promotion of key District priorities and messaging
- Oversaw media relations functions of Department of Communications and supervised team of two members
- Wrote statements, talking points, press releases, social media posts, and opinion pieces on behalf of District Leaders
- Led Press Office staff to develop collaborative media relationships resulting in increased positive story placements
- Established integrated communication plans to increase transparency and public trust in District
- Responded to daily inquiries from local, regional, and national media
- Created communication plans for complex large-scale changes in District policy and strategy including Hurricane Harvey response, Superintendent effort to change funding model, etc.
- Developed long-term media relations programming strategy and calendar, including but not limited to, identifying high-profile events and announcements, stories at both local and national level in print, broadcast, and digital media, speaking engagements for key district staff, etc.
- Coordinated with Chief Communications Officer and General Manager for Communications to create and ensure efficient and effective districtwide crisis communications program which included strategic external communications plans, media relations, and stakeholder outreach through social media, robocalls, text messages and media partners
- Assisted members of media with public information requests

### KTRK, Houston, TX

### MMJ/Reporter

August 2014 – August 2017

- Enterprise, report and produce lead compelling stories for newscasts
- Report live in the field, and during breaking news
- Produce content for social media and website
- Fill-in anchor as needed

### KSDK, St. Louis, MO

### Multi-Media Reporter

August 2012 – August 2014

- Found & reported compelling stories for newscasts
- Reported live in the field, and during breaking news
- Cultivated reliable sources
- Shot and edited video

## Skills

- Superior written and verbal communication skills
- Crisis Communications
- Video & Copy editing
- Spokesperson & On Camera Experience
- Relationship building
- Social media proficiency
- Ability to handle multiple complex projects
- Managing & Building Teams
- Education reporting expert
- Staff supervision
- Strategic Planning
- Proficient in MS Office

## Accomplishments


- Won the Golden Achievement Award from the NSPRA for leading the media relations effort reflected in Houston Independent School District Office of Communications' Hurricane Harvey Communications
- Wrote OpEd article on behalf of then Superintendent Richard Carranza that received "Honorable Mention" in NSPRA Awards


## Education


University of Maryland, College Park  
Master of Arts: Broadcast Journalism


University of Virginia  
Bachelor of Arts :United States  
Government Politics

## Social Media

 TracyClemons

 @TracyClemonsNews  
2.1K followers

 @TracyClemons  
1K followers

 @TracyOnTV  
1.7K followers