

Clay Tucker Mitchell

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Current Position

Vice President Communications, Francis Marion University, Florence, S.C. Manages strategy and oversees execution of all marketing and communications functions for Francis Marion University, a public university in the Pee Dee Region of South Carolina.

Career history

- Regional Editor, Carolina Publishing Group, Florence, SC. Supervised the editorial operations of five community newspapers held by CPG in the Florence, SC market, including daily Florence Morning News, and its digital component, www.scnow.com.
- **Owner, founder, publisher** of The Mecklenburg Newspaper Group, which owned and operated *The Herald* newspaper of Huntersville, and the *Mountain Island Monitor* newspaper, 2002-2008. *The Herald*, a “TMC” weekly, was created from scratch to serve the growing north Mecklenburg market. *The Herald*, with a circulation of 29,000, was profitable in year two, had annual sales in excess of \$1.5 million by year five, and was approaching \$2 million at time of sale. MNG was sold to Carolina Weekly Newspapers in September 2008.
- **Staff writer, editor, associate publisher**, *The Leader* newspaper of Charlotte, 1990-2001. Writer 1990-93. Editor 1993-99, Associate Publisher 1999-2001. Oversaw editorial operations 1993-2001. Began managing portions of the business side of the paper, 1999-2001.
- **Staff writer, sports columnist**, *The Winston-Salem Journal*, 1979-1990. Employed on the sports staff as a writer from 1979-85. Worked as a sports columnist and writer from 1985-1990. Moved to the paper’s newly founded “Charlotte bureau” in 1988 to cover the original Charlotte Hornets of the NBA.

Additional professional activities, accomplishments

- Freelance writer for *Golf Magazine*, *The Sporting News*, *Eastern Basketball*, *Our State Magazine*, *Charlotte Magazine*, *The Business Journal* of Charlotte, and others.
- Panelist, WTVI’s *Final Edition*, 1993-2000. A regular contributor to the weekly news review show on Charlotte’s PBS affiliate.
- Guest lecturer, North Carolina Press Association/UNC School of Journalism Spring Journalism Workshop, 2005, 2007.
- Author of *Hornets Never Lie*, a non-fiction account of the Charlotte Hornets’ first season in the National Basketball Association (Down Home Press). Author of *Peahead! Life and Times of a Southern-Fried Coach* (Library Partners Press).
- 2006 Lake Norman Chamber of Commerce Business Person of the Year.

Education

- BA in History, Wake Forest University,

Relevant community activities (sample)

- Youth sports coach and administrator, 1992-2007.
- Adult Sunday School/Bible study teacher, 1991 to present.
- Board of Directors, Angels & Sparrows Soup Kitchen, 2009-2010
- Volunteer, Courtney Graham Community Shelter, 2015-Present
- Board of Directors, Florence Symphony Orchestra, 2013-Present
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