

SUCCESS ISN'T JUST ABOUT WHAT YOU ACCOMPLISH IN LIFE. IT'S ABOUT WHAT YOU INSPIRE OTHERS TO DO.  
~UNKNOWN



# TRACIE POTTS

Communicator | Thought Leader | Advocate

## ABOUT ME

I've been a storyteller for three decades, covering hurricanes, trials, plane crashes, Olympics, the Pope, a royal wedding, Nelson Mandela's funeral and politics. From Washington I've reported on Congress, the Supreme Court and four Presidential administrations.

Outside news I've built a reputation as a nonprofit leader and advocate for children and families with a focus on equity. I'm energized by lifting up everyday people and helping them tell their stories. I'm a communicator and organizer, seeking to merge my experience, skills and passions in a way that makes our world better.

Three things excite me: inspiring people, connecting people, and fighting for good.

## EDUCATION

**B.S. Journalism, 1991**

**M.S. Journalism, 1991**

**Northwestern University**

**Medill School of Journalism**

*Accelerated Master's Program*

*Harrington Award (highest broadcast honor)*

*Newton B. Minow Prize in Communication*

## HONORS

Comcast Know Your Value Champion

John S. Carroll Journalist Fellow

Mayo Foundation Journalist Residency

SPJ-DC Dateline Award

National PTA Lifetime Achievement Award


National PTA Family Engagement Fellow

Montgomery Co. Champion for Children


Learning Heroes Featured Learning Hero

Woodward Academy Distinguished Alumnae

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## MEDIA

### **NBC News Channel Washington Correspondent**

May 1997 - Present

Daily live reports for Early Today, CNBC, affiliates and foreign clients. DEI partnerships task force. Ovation & "Going the Extra Mile" awards.

### **USC Center for Health Journalism Advisory Board Vice Chair**

January 2019 - Present

Strategic planning. Facilitate panels & workshops. 2017 National Fellow & writer.

### **WATE 6 Anchor / Reporter (Knoxville, TN)**

August 1992 - April 1997

### **WAFF 48 Reporter / Anchor (Huntsville, AL)**

September 1991 - August 1992

## EDUCATION

### **NBC University Instructor**

August 2020 (with National Association of Black Journalists)

### **News Literacy Project Digital & Classroom Instructor**

October 2009 - present

Present digital & virtual lessons to thousands of students worldwide.

### **Biola University Communications Instructor**

January - May 2003

### **Knoxville College Communications Instructor + Newspaper Advisor**

January 1995 - June 1996

## CHILDREN, FAMILIES & COMMUNITY

### **Learning Heroes Advisory Board**

November 2020 - Present

### **Collaborative Action for Family Engagement Advisory Council**

September 2020 - Present

### **National PTA Board of Directors**

June 2018 - Present

Oversee policy, programs & \$18M budget for 21,000 units and 1.4M members. Equity advisor. Strategic planning. Family engagement presenter.

### **Montgomery County Council of PTAs Vice President / Board Member**

January 2016 - Present

Lead family engagement team and monthly community forums. Responsible for compliance and leadership development for 193 PTAs. Served as board secretary, membership chair, webmaster, cluster leader.