

# RICKY CLEMONS

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## **FUND-RAISING\* MARKETING COMMUNICATIONS\* STRATEGIC PLANNING\* MEDIA RELATIONS\* ORGANIZATIONAL LINKAGES**

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Corporate, non-profit and sports executive with background as a public relations practitioner, development officer, tenured-track college professor, lecturer, consultant, and producer/host of The Sports Insider Show on Sirius XM radio. Substantial experience in media and development strategy for sports organizations and non-profits. Developed and managed cross-functional projects with meticulous diligence. Superior written and verbal communication skills.

**Key areas of expertise include** Public/Media Relations • Fundraising • Development Campaigns • Editing • Writing • Marketing Strategy • Media Messaging • Content Strategy • TV/Radio Production • Educator • Journalist • Public Relations Professor • Sports Management Professor • Consultant

### **PROFESSIONAL EXPERIENCE**

#### **PRESIDENT, ARC CONNECTIONS WASHINGTON, DC**

**April 2000 to present.**

- ▶ **Development:** ARC Connections has raised more than two million dollars for non-profit clients including The National Association of Black Journalists (NABJ), The Jackie Robinson Foundation and Big Brothers Big Sisters of NE Indiana
- ▶ **Media Relations:** Garnered millions of media impressions and positive media coverage for clients including The National Urban League, ESPN, and The Terri Williams Agency.
- ▶ **Strategic Planning:** Arranged and coordinated special appearances for professional athletes and celebrities including Joe Greene, Sharon Robinson, Terry Bradshaw, Brett Favre, Art Monk, Doug Williams. Brian Mitchell, Jerome Bettis, Randy White, Lavar Arrington, Billy Sims, Damien Woody, DeAngelo Hall, and Dominique Dawes
- ▶ **Strategic Partners:** Big Brothers Big Sisters of NE Indiana, Dometic, Bridgestone, Motorola, CareFirst, Volkswagen, BC Powder, AARP, Rug Doctor, Dick's Sporting Goods, Quest Diagnostics, Dr. Pepper/Snapple, Sports Illustrated Now, Ford Trucks, Mentos Gum, Coca-Cola, Match Point Technologies, and the Georgia Lottery

#### **ADJUNCT LECTURER, Health Human Performance Sports Management Department, College of Arts and Sciences HOWARD UNIVERSITY WASHINGTON, DC**

**August 2022 to present**

- ▶ Teaching Introduction to Sports Management, Sports Marketing, Facilities and Event Management, and Sport and Media courses in the Health Human Performance Leisure Studies Department
- ▶ Serve on several department committees including Retention and Student Performance
- ▶ Advised students on internships and accompany students to out of town job fairs.
- ▶ Invite and coordinate guest speakers and special events.
- ▶ Founded and coordinated the HU Sport Management Camp sponsored by Events DC 2023
- ▶ Founded and coordinated the HU Sport Management Camp sponsored by Events DC 2024
- ▶ Founded and coordinated the HU Sport Management Camp sponsored by Events DC 2025
- ▶ Founded and coordinated the HU Sports Media Camp sponsored by Events DC 2025

**LECTURER, Health Human Performance Leisure Studies Department, College of Arts and Sciences HOWARD UNIVERSITY WASHINGTON, DC** **August 2015 to May 2022**

- ▶ Teaching Sports Management, Sports Marketing, Facilities and Event Management, Sports and the Media and internship course in the College of Arts and Sciences
- ▶ Serve on several department committees including Retention and Student Performance
- ▶ Advised students on internships and accompany students to out of town job fairs.
- ▶ Invited and coordinated guest speakers and special events
- ▶ Produced e-newsletter Sports Management POV with students.
- ▶ Founded the Howard Sports Network, student broadcasting team.

**ASSISTANT PROFESSOR, PUBLIC RELATIONS NORTH CAROLINA A&T STATE UNIVERSITY GREENSBORO, NC** **August 2012 to May 2015**

- ▶ Taught courses in Public Relations including Public Relations Writing, Public Relations Campaigns, Introduction to Public Relations, Media Entrepreneurship and Sports and Media.
- ▶ Founded The Aggie Media Group, a student-run faculty advised public relations agency.
- ▶ Introduced two new courses: Media Entrepreneurship and Sports and the Media
- ▶ Produced three radio shows on WNAA-FM: The Cy Alexander Show; The Tarrell Robinson Show and Sport and Culture Show with student participation including serving as host, writers, and producers.
- ▶ Served as faculty advisor for the PRSSA chapter.
- ▶ Invoiced and collected more than 5K from university departments for the Aggie Media Group

**DIRECTOR OF DEVELOPMENT, SCHOOL OF COMMUNICATIONS, HOWARD UNIVERSITY WASHINGTON, DC** **October 2010 to May 2012**

- ▶ Raised more than 500K through individual, corporate and alumni giving outreach.
- ▶ Instrumental in 30% increase of individual, corporate and alumni giving.
- ▶ Launched endowment scholars' program with Tom Burrell
- ▶ Coordinated opening screening for film department at the Lincoln Theatre
- ▶ Created alumni data outreach list.
- ▶ Arranged telephone banks with students and faculty.
- ▶ Coordinated partnerships with local corporations.
- ▶ Cultivated, serviced and stewardship of donors.
- ▶ Served as key contact with Board of Visitors

**DIRECTOR OF COMMUNICATIONS, THE UNIWORLD GROUP NEW YORK, NY** **October 2007 to August 2009**

- ▶ Chief communications officer for internal and external communications
- ▶ Launched media initiatives in support of advertising campaigns, activations, and promotions.
- ▶ Directed and managed account services including budgeting and staffing.
- ▶ Directed public relations campaigns and garnered millions of media impressions for clients: The Ford Motor Company, United Health, Burger King, Microsoft, Marines and Home Depot

**VICE-PRESIDENT COMMUNICATIONS, THE NATIONAL URBAN LEAGUE, NEW YORK, NY**

**May 2004 to October 2007**

- ▶ Chief communications officer for internal and external communications
- ▶ Garnered millions of media impressions in print, television, radio
- ▶ Directed media outreach for annual conferences in Detroit, Atlanta, Washington, DC and St. Louis
- ▶ Directed media outreach for the annual State of Black America release at the National Press Club and Legislature Policy Outreach with affiliates.
- ▶ Coordinated media outreach for the annual Equal Opportunity Day Dinner in New York
- ▶ Also served as marketing consultant and fund-raiser for the Greater Washington Urban League under Maudine Cooper, CEO while adjunct teaching at Howard University

**DIRECTOR OF COMMUNICATIONS, THE UNIWORLD GROUP NEW YORK, NY**

**April 2000 to May 2004**

- ▶ Chief communications officer for internal and external communications
- ▶ Launched media initiatives in support of advertising campaigns, activations, and promotions.
- ▶ Directed and managed account services including budgeting and staffing.
- ▶ Directed public relations campaigns and garnered millions of media impressions for clients: Burger King and Microsoft

**VICE-PRESIDENT COMMUNICATIONS AND MARKET DEVELOPMENT, THE NATIONAL LEAGUE OF PROFESSIONAL BASEBALL CLUBS, MAJOR LEAGUE BASEBALL NEW YORK, NY**

**JUNE 1994 TO MARCH 2000**

- ▶ Chief communications officer and spokesperson for The National League and its sixteen clubs
- ▶ Coordinated and implemented national market development programs.
- ▶ Developed national advertising campaign.
- ▶ Supervised agency involvement
- ▶ Coordinated weekly baseball shows with Black Entertainment Television (BET) and Telemundo
- ▶ Implemented relationship with AURN, NABJ and National Urban League
- ▶ Coordinated media operations for post-season games, All-Star Game and World Series
- ▶ Produced weekly and monthly releases on player awards and discipline.

**MANAGER, BUSINESS AND INTERNATIONAL PUBLIC RELATIONS, MAJOR LEAGUE BASEBALL NEW YORK, NY**

**JUNE 1991 to APRIL 1994**

- ▶ Implemented international and national public relations outreach for MLB Properties and MLB International Partners
- ▶ Garnered media impressions with trade and international media on licensing, television and merchandising of Major League Baseball and its partners.
- ▶ Assisted in the establishment of the Reviving Baseball in the Inner Cities (RBI) program, which served over 110,000 kids in 120 cities in 1993.
- ▶ Coordinated game operations and media outreach for the inaugural RBI World Series in St. Louis and Orlando
- ▶ Coordinated advertising program with Ebony Magazine
- ▶ Coordinated licensing and insurance program for former Negro League players.

**MARKETING COMMUNICATIONS SUPERVISOR, MILLER BREWING COMPANY, MILWAUKEE, WI.**  
**AUGUST 1985 to FEBRUARY 1988**

- ▶ Planned and coordinated media campaigns for company sponsored professional sports and HBCU conferences including the (NBA and National Football League, MEAC, SWAC and CIAA), entertainment (musical tours) and unique events (citywide festivals).
- ▶ Produced radio, television, and print advertisements.
- ▶ Produced video news releases, arranged media conferences and satellite news conferences on the behalf of Miller Brewing and its partners.
- ▶ Coordinated media outreach for the Miller Sound Express and Miller-sponsored concerts including Luther Vandross, Anita Baker, and Boxing matches with promoter Don King
- ▶ Coordinated media events at the Super Bowl, NBA All-Star Game and HBCU Classic Games

**SPORTS INFORMATION DIRECTOR, HOWARD UNIVERSITY WASHINGTON, DC**  
**August 1982 to August 1985**

- ▶ Served as the primary media contact for the sixteen intercollegiate sports teams, athletes, coaches, and athletic department officials.
- ▶ Prepared media releases, maintained statistics, records, arranged media interviews, press briefings and conferences.
- ▶ Produced media guides, flyers, and promotional materials.
- ▶ Served as producer for radio and television broadcast of football and basketball games.
- ▶ Coordinated media operations for athletics events at home and on the road.

**RELATED EXPERIENCE**

**Adjunct Professor | Howard University**

- ▶ Taught Public Relations Writing and introduced a new course: Sports and Media

ARC Associates started in February 1988 before joining MLB in June 1991

ARC CONNECTIONS, INCORPORATED IN NEW YORK STATE IN APRIL 2000

Founder New York City Middle School Baseball League Spring 2008

**PREVIOUS COMMUNITY INVOLVEMENT**

Former Board Member, Dance Theatre of Harlem, New York 2004-2006

Former Board Member, Bedford YMCA, Brooklyn, New York 2004-2006

Former Board Member, Institute for Student Achievement,  
New York City Chapter, 2004-2006

Vice-President, NABJ Sports Task Force, 2003-2005

**EDUCATION**

**Bachelor of Science – Journalism**  
**University of Maryland, College Park, MD.**  
**Master of Arts – Corporate Communications**  
**Baruch College, New York, N.Y.**

## HONORS AND PUBLICATIONS

Author, Publisher, Barnstorming to Legends: The Best of Black Baseball, 2022

Author, Publisher, INBOUNDS The Evolution of Historical Black College

Players in Professional Football, 2021 (NABJ Outstanding Book Award 2021)

Who's Who Among Black Americans, 2005

EBONY MAGAZINE Ebony Man on the Move, 1998

Manager, Press Operations, Atlanta Olympics, 1996

Pioneer in Media Award, NORFOLK STATE UNIVERSITY, 1994

Associate Member, National Association of Black Journalists, since 1989

University of Maryland, College Park Alumni Spotlight Award, 1988

Venue Press Chief, Boxing & Athletics, Los Angeles Olympics, 1984