



COMMUNICATIONS SPECIALIST

**PROJECT
DEVELOPMENT**

Paula Robinson Deare

PO Box 40295
New Bedford, MA 02744
E-mail: info@eworkstyle.org
Tel: (508) 742-6097

Current – Multi-Media Cultural Practitioner coaching in the Power of Voice. Models include legal jury insight, processes, actions, disputes, arguments, analytical details and experiential intelligence across dispersed foci and media scenes to adjust/change focus to include international relationships, and cultural etiquette to their communications tool box.

2\95-2\25, Founder\CEO, Eworkstyle Institute, Inc. A not-for-profit organization established to support the need for community voice from participants building livable communities. Curriculum includes: verbal, print, & digital media, visit eworkstyle.org.

8\02 – 12\04, Springfield College School of Human Services Boston Campus. Advised in the development of telecommunications and created on-line teaching systems, while serving as Adjunct Professor of communications technology for undergraduate and graduate students.

8\98 - 2\03, Roxbury Community College, Boston. Secured \$280k from the City of Boston Timothy Smith Fund and built two multi-media computer labs and a telecommunications lecture hall for training the technology staff/students from forty human service organizations charged with training some 50,000 under-skilled residents in Boston’s neighborhoods.

8\02 - 12\03, Jamaica Plain Neighborhood Development Corporation, JP, MA. Developed and co-taught "Personal Economic Planning," and "Intro to Computers" to under-served adult women going from welfare and unemployment to work in the medical profession.

2\98 – 8\02, Cooper Community Center, Boston, MA. Secured \$86.5K from the Timothy Smith Fund; \$12K from the Boston Globe Foundation and built three computer sites to directing adult learning through multi-media workshops in print, radio, TV, film and music.

11\96 - 1\98, Boys & Girls Clubs of Boston Roxbury Clubhouse, Boston, MA. Secured \$47K from the City of Boston and built a multi-media computer facility-which directed 200 children through highly structured, technology workshops from production and dissemination of print, radio, TV, film and music for news and advertising to entrepreneurship.

**PUBLIC
RELATIONS**

12\93 - 9\96, WFXT TV Fox 25, Dedham, MA. Director of Public Relations: after taking an entry level position to get in, I was quickly promoted to coordinate the stations quarterly reporting and PR/marketing projects including; public information; press releases, public service announcements and the weekly broadcast "Town Crier," for the New England region.

1\93 - 11\93 and 6\96 - 9\96 "Massachusetts Operation Stand Down," Veterans Benefits Clearinghouse, Roxbury, MA. Stand Down is a statewide, three-day outdoor event designed to reintegrate homeless veterans into society. I Coordinated Stand Down '93 and '96 in MA: oversaw and managed 80 organizations and 200 volunteers, throughout Massachusetts to annually raise \$200K in "in-kind" donations & \$43K in cash for an average 660 vets attending.

**EXECUTIVE
PRODUCER\HOST**

8\83 - 6\96, Talk Show Executive Producer and Host: Boston Cable Access and Programming Foundation and Dedham Cablevision, MA. Coordinated, produced and hosted more than one hundred live talk shows for the Boston and Dedham Cable TV stations designed to examine the changing face of disenfranchised communities in Metropolitan Boston.

MARKETING

2\82 - 12\83 & 3\98 - 4\99, WILD AM 1090 Radio, Boston, MA. News Journalist, Entertainment Host, and Talk Show Host: researched, produced and hosted live, weekly talk shows on news, entertainment and current events. This experience was the basis for my transition from marketing for advertising to research\writing to teach communications media.

1971 - 1981, Fashion Design & Marketing, Boston, MA; New York, NY; Los Angeles, CA. My career began as a runway model, leading to illustration, advertising marketing, writing and fashion design for a "design house," two manufacturers and one haute couture salon.

**PANELIST/
FACILITATOR
(PARTIAL LISTING)**

- . 2\2002, **Intelligent Community**: creating regional instructor support on the web; RCC, MIT
- . 4\2001, **Race in Digital Space**: how people of color are impacted the web; MIT\ USC.
- . 1\2001, **New England Board of Higher Ed**: Taught Distance Learning to N.E. Professors.
- . 10\2000, **MA Education Computing**: distance learning for educators, MA Teachers Assn.
- . 6\1999, **Tech Ed 99**: distance learning for U.S. professors; National Science Foundation.
- . 4\97, **Telecommunications and the Future of Democracy**, Tufts: panelist: issues of public policy in emerging web technologies that affect the future of American society and politics.
- . 6\93-1\94, **“Black Women in the Academy; Defending our Name 1894 - 1994,”**
MIT: Producer\Facilitator - 171 attendees, on Media, Stereotypes and Social Change.
- . 1\93, **Martin Luther King Jr. Conference**, MIT: facilitator 100 youth on empowerment.
- . 1\92, **“What Messages Help Youth Realize Their Dreams? Media, Music, Models and Microchips,”** MIT: panelist: 100 youth\adult on life mimicking film, TV and News.
- . 1989-90, **Kid Witness News**, Thompson Middle School: facilitator/trainer: video workshop.
- . 6\89, **Self-Esteem**, Boston Preparatory High: producer\facilitator: 300 teens on social issues.

**PUBLICATIONS,
ARTICLES
(PARTIAL LISTING)**

- . 2024, **Equity & Sustainable Communities**: Economy, Work & Lifestyle Journal.
- . 2023, **Celebrating My Cultural Roots**: Economy, Work & Lifestyle Journal.
- . 2022, **Discovering My Cultural Roots**: Economy, Work & Lifestyle Journal.
- . 2018, **Spreading the Light**: Empowering a New Generation to Write.
- . 2011, **State of Black Boston Media, Urban League**: Image, Voice & Equity.
- . 2001, **The Feasibility of an Intelligent Community**, MIT: Regional Web Collaboration.
- . 1996, **Forever and a Day**, The National Library of Poetry: Anthology Poem Published.
- . 1993, **Report on Massachusetts Operation Stand Down**, U-Mass William Joiner Center.
- . 1992, **Building a Media Center**, MIT: Homicide Prevention & Community Development.

EDUCATION

2012, **MIT Sloan School of Management**, Executive Certificate in Strategy & Innovation, including a specific set of courses to provide advanced knowledge and skills in: *Developing and Maintaining a Successful Technology & Product Strategy; Building, Leading & Sustaining the Innovative Organization; Corporate Strategy; and Strategy in a Global World.*

8\99 - 6\2000, **MIT Department of Urban Studies and Planning Center for Reflective Community Practice**: defined & built an infrastructure to create an online 'intelligent' community located at www.eworkstyle.org for management of training services. Entitled Eworkstyle Institute (EI), allows diverse professionals working on livable cities to come together locally and globally to provide support, share ideas & showcase outcomes.

8\91-6\1992, **MIT DUSP Community Fellows Program**: Created the thesis foundation for my work entitled "Building a Media Center" for Homicide Prevention and Community Development. This work is a curriculum to teach youth how to create their own media images.

- . 1993, **Harvard University Extension School**: course in screenwriting.
- . 1989, **Suffolk University**: certificate program in video production.
- . 1984-1988, **Mass College of Art**: film making major\graphic design minor.
- . 1982, **Fisher Jr. College**: courses in macroeconomics and personnel management.

**PROFESSIONAL
TRAINING
(PARTIAL LISTING)**

- . 1997\98, **National Foundation for Teaching Entrepreneurship**: Certified Entrepreneurship Teacher for Core, Biz Tech and Biz Camp training.
- . 1994, **Boston College Graduate School of Social Work**: “Power to Care: Clinical Practice Effectiveness with Clients Overwhelmed by Persistent Poverty.”
- . 1991, **Mass Council on the Arts and Humanities**: Funding Review Board.

**COMMUNITY
INVOLVEMENT**

- . 2019\21, **Community Preservation Committee**: studied & funded N.B. *preservation*.
- . 2018\21, **N.B. Parks Board of Commissioners**: Management of 30+ *parks* and beaches.
- . 1990 - 1995, **Mentor\Project Advisor**: ABCD\CLUB Black & Latino pre-release males.
- . 2\84 - 6\94, **Co-chair Advisory**: HHORC Trade School, training for 17 public high schools.

**AWARDS
(PARTIAL LISTING)**

- . 2006, **Excellence in Media & Technology**: MIT Department of Urban Studies & Planning
- . 2002, **House of Representatives Proclamation**: State of Massachusetts.