



Paula Robinson Deare

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**BOSTON** – Paula Robison Deare is the Founder and CEO of Eworkstyle Institute (EI), a non-profit web publishing and broadcast training company located at ***Eworkstyle.com***. She is Editor of EI's web magazine and hosts EI's social media programs designed to connect people of color, of all ages, to globalization through individual learning, professional growth and self-empowerment locally and around the world. With decades of history in the development of livable cities, Paula's husband, V. Paul Deare founded Eworkstyle's Community Investment Fund. Paul serves as its President\COO providing training in actionable civic engagement and stakeholder empowerment from grass-roots campaigns to civic leadership around sustainable community vitality. Together the Deares teach media literacy, knowledge work, public speaking and critical local to global thinking toward sustainable community building, development and investment.

Paula Robinson Deare oversees EI's public service and community outreach efforts, including the company's work with Aid to Incarcerated Women, to raise awareness about the many issues women in trouble face. She also manages EI's innovative web-based partnership with the Boston Campus of Springfield College School of Human Services, showcasing the insights in culture and work of visionaries in human services. This on-line project promotes human services, bringing star power to professionals in the non-profit sector that normally go unrecognized by giving them media access to world class print, radio and TV web venues.

In 1997, Paula served as Executive Producer\Host for the In Unison talk show, a one-hour prime-time radio program aired live with **WILD AM 1090** Boston, about the changing economy and its impact on life and work in Massachusetts. In Unison had a regional audience serving as WILD Radio's primary Public Relations programming, addressing the needs of people of color. Paula uses those archived shows to provide evergreen information on a variety of topics that teach research, critical thinking, decision making and multi-media formatting. She also served as the liaison between the radio station, the City of Boston Trust, Roxbury Boys & Girls Club, Roxbury Community College and other organizations, to build several of the first technology labs in "Old Roxbury." The collaboration of labs was organized and outfitted by the City of Boston Trust Office manager, overseeing the distribution of proceeds for Timothy Smith Fund. Its goal, the economic empowerment of the residents of Old Roxbury, translated to their training in media technologies. Today the project has grown to host more than 300k visits annually as part of the Timothy Smith Network.

As producer\host of Networking for the Future and On Beacon Hill, Paula developed these series for **BNN & DNN TV** to help disenfranchised communities in multi-cultural Boston, by examining their needs and providing resources. Both series were simulcast with a variety of cable television stations in New England.

From 1993-1995, Robinson Deare served as Director of Public Relations for **WFXT TV Fox 25**, coordinating and co-producing a number of the stations in-house projects including the weekly broadcast Town Crier. In addition, she produced a number of communications media and Black history events, which have won her proclamations from the **Massachusetts House of Representatives** in 1996 and 2002.

In 1990, Paula was invited to the MIT Community Fellows Program to write *Building a Media Center*, a thesis that culminated in the event **Are We Living in a New Jack City**, which took a hard look at *What Messages Help Youth Realize Their Dreams: Media, Music, Models and Microchips*. She similarly created the event **Black Women and the Media, Solutions Toward a Social Change** Agenda at MIT in 1994.

Further, Robinson Deare produced **Stand Down** on local cable TV, while coordinating resource relations for the first Stand Down in Massachusetts - a statewide, three-day outdoor event designed to reintegrate homeless veterans into society. In 1993, Massachusetts Operation Stand Down served 633 homeless veterans and in 1996, served an added 698 veterans. Paula worked with Veterans Benefits Clearinghouse to manage and develop state-wide communications for 80 organizations and 200 volunteers to raise \$200+k.

Paula has received many honors and outstanding service awards for advising agencies locally and nationally on the strategies and policies of their communications, as well as for teaching all age groups media empowerment. Recognition of her advocacy in communications comes from the Massachusetts Teachers Association (2000); National Science Foundation (1999); EPIIC Center at Tufts University (1997), Veterans Benefits Clearinghouse (1993) and ABCD's Career and Life United in Boston (1992 & 1995).

In 2000, (*for a second time*) she was one of 7 women chosen from across the country to attend the MIT Department of Urban Studies and Planning. During that year with the Center for Reflective Practice, Robinson Deare updated her original thesis **Building a Media Center** (1992), based on analogue technologies, to create a web based facility providing online training in digital and social media to reach wider audiences. The following year, she wrote **Building an Intelligent Community** and was selected to produce and host a seminar for a national conference on new media technologies entitled **Race in Digital Space**, with some of the most outstanding media activists, producers and engineers in the United States.

Robinson Deare is a graduate of the MIT Department of Urban Studies and Planning Fellows (1992 & 2001). She currently serves as CEO of Eworkstyle Institute, where she brings world class communications and sustainable community modeling, resources and training from the print, radio, television and web industries to all age groups in communities of color under-served by publishing, broadcast and social media.

Prior to entering Public Relations with WILD radio (1983\1997) and Fox Broadcasting (1993), Paula served as a graphic designer\columnist for a number of startup newspapers and magazines. Active nationally in the communications industry, she is a regular speaker on the subjects of media equity and digital literacy.

Paula Robinson Deare established Eworkstyle Institute in 1995 and continues to educate and inform about market driven innovations in world class communications and their impacts on economy, work and style; to enable and empower, across age groups and industry sectors, toward sustainable community investment.

*A member of MIT Community Fellows alumni association*, Robinson Deare holds their Excellence in Media and Technology award, given by the MIT Department of Urban Studies & Planning (2006).

For more go to: [www.eworkstyle.com](http://www.eworkstyle.com) Or visit Paula's Public Relations blog [Public Relations with Paula Robinson](#), webcast TV series [Networking for the Future](#) and webcast radio series [The In-Unison Show](#).