

Paula Drew-Fleming

Creative Educator, After School Specialist, Internal/External Communication Writer, Award Winning Broadcast Journalist, Transformational Media Coach, Director of Marketing and Material Development:
Accomplishments:

Converged education, television, production, news, and management, to conduct media coaching/training sessions for business leaders to successfully navigate multimedia exposure. Further, to cultivate writing abilities to successfully deliver external/internal corporate communication. In addition, to create TV News In Schools, a production company that imparts skills that Broadcast Journalists use to students in an effort to enhance their language arts, thinking skills, and knowledge of world events.

Created, hosted, marketed and secured underwriting for a weekly segment featured on a Houston PBS Television nightly news magazine program. The underwriting/grant, for nearly four years, exceeded one hundred thousand dollars.

Forged a pioneering corporate initiative; a quarterly newsletter, designed to secure current cliental and to attract new clients with a minimum investment of two hundred thousand dollars. The newsletter covered essential global investment and financial news and strategies in understandable, bottom line, common sense language and terms. The effort resulted in 100% client satisfaction and 10 % increase in new cliental.

Designed a successful and innovative, multimedia strategy along with products/brands to communicate verbal and non-verbal Earthquake awareness and safety messages in Latin America and Hurricane safety message in the United States. Research results indicated significant campaign success among children and families, possibly saving thousands of lives.

Additional Areas of Expertise

Project/Program Design & Management - Client Relationships - Recipient of several broadcast journalism awards – Holds the required hours to teach Psychology, Sociology, and Business Leadership on an undergraduate level –

Professional Experience:

Adjunct Professor College of the Mainland August 2022 - Present

Adjunct Professor Alvin Community College, Houston Community College August 2018 - Present

Associate Teacher/Hourly Lecturer Houston ISD September 2016– Present

Houston, TX

Serves as a writing instructor to first through fourth grade students, as well as teaches fine arts to lower grade levels.

After School Specialist HISD/Cornelius ES **February 2014– July 2016**

Houston, TX

Designing, implementing and leading a comprehensive educational and enrichment centered after school and family engagement program. Managing the programs annual federal grant funds of over two hundred thousand dollars. Recruiting students and parent s to attend the program. Hiring staff and vendors to conduct before, during and after school activities, in an effort to construct a highly successful effective and efficient state of the art program.

Founder & President TV News in Schools **December 2003 – December 2013**

The Art of Broadcast Journalism

Houston, TX

Marketing TV News In Schools and implementing it into high, middle and elementary schools; imparting skills to students that professional broadcast journalists use to enhance their thinking and language arts skills, as well as their community and global current events awareness,. Further, to assist them in producing daily to weekly in-school newscasts.

Transformational Media Coach Consultant **December 2003 – Present**

Houston, TX

Drawing on years of broadcast journalism experience and expertise to coach/train business leaders in media relations; instilling strategies to insure successful media encounters, winning interviews; transforming media spins into powerful sound bites; creating positive outcomes for the company, its leadership team, and the community it serves.

Host/Reporter/Guest Anchor **Houston PBS** **December 1999 -- December 2003**

Houston, TX

Hosted and reported a segment of stories dedicated to family issues and concern. Supervised the video editing of each news story and substituted as show anchor.

Marketing Director **McCrary & Associates Investments Management Inc. December 1999 -- December 2003**
Houston, TX

Media coach to senior partners. Producer/writer of weekly television news investment report to promote McCrary & Associates. Created and established a monthly client newsletter designed to inform and address market trends and changes within the investment internal and external environment. The newsletter was established to forge a transparent relationship between the firm and its clients. Created and implemented successful marketing events in an effort to generate new cliental as well as to maintain existing clients.

Director of Materials Development **Sesame Workshop**
New York, NY

Supervised production staff associated with all projects, directed the creation and development of educational and marketing materials, to extend the reach of "Sesame Street", "321Contact", and "Square One TV". Directed the creation of awareness safety products, such as *Big Bird Get Ready for Hurricanes*, *Big Bird Get Ready for Earthquakes*, *Fire Safety Kit*, and *Ecuador Earthquake Awareness*.

News Reporter **New York Voice**
New York, NY

Responsibilities included covering stories on a daily basis for a weekly news publication.

TV Anchor/Producer **Warner Amex**
Dallas/Fort Worth, TX

Responsibilities included covering stories on a daily basis for a weekly half hour magazine style show. Identified news stories to cover as well as served as show producer and anchor.

TV News Reporter **KXAS--TV**
Dallas/Fort Worth, TX

Responsibilities included covering stories on a daily basis for four daily newscasts and reporting on live breaking news stories within a newscast; identified news stories to cover. Produced and delivered several news series during sweep week, as well as produced and anchored station's public affairs show.

TV News Reporter **WTVG—TV**
Toledo, OH

Responsibilities included covering stories on a daily basis for three daily newscasts and reporting on live breaking news stories within a newscast; identified news stories to cover. Produced, video edited, and delivered several news series during sweep week, as well as produced and anchored station's public affairs show

TV News Reporter/Production Assistant **WNEW (FOX)—TV**
New York, NY

Responsibilities included identifying and covering stories on a regular basis for three daily newscasts and the weekly McCreary Report public affairs show.

Education:

Our Lady of the Lake University,

PhD Leadership Studies (3rd year student),
M. A. Human Sciences- Psychology & Sociology,
B. A. Mass Communication

Professional Memberships: Writers Guild of America, AFTRA, NABJ, HABJ, Bo's Place, (former Board Member)

Awards Received: Associated Press News Story Award, Red Cross News Story Award, Houston Psychological Media Award, Emmy Award, and YMCA Black Achievers Award