



## **Paula Lyons, M.Ed, Principal Bates Communications, Inc.**

Paula Lyons is an executive coach and senior communications consultant. Prior to joining Bates Communications in 2004, Paula earned respect and accolades as a top-rated consumer reporter and familiar face on ABC's Good Morning America, as well as two major market television stations in Boston, WBZ TV (CBS) and WCVB-TV (ABC).

Paula is a sought-after speaker, writer, coach and media expert, who provides clients with the advice of a veteran who has experienced both sides of the podium and platform. Her background in television, radio, public speaking and performance helps the executives she coaches develop the skills to deliver powerful messages with an effective communication style.

As a reporter, Paula was honored with the Consumer Federation of America's prestigious Outstanding Consumer Media Service Award and the National Press Club's Consumer Journalism Award for Best Investigative Reporting. She won a number of regional Emmys for her work, and for enterprise reporting from the Associated Press.

Paula's experience in consumer affairs provides her clients with the unique perspective of the reporter who has asked the tough questions. In media training, she assists clients in understanding how to develop strategies with the press. Paula has reported on a wide range of investigations and understands the issues and challenges business face.

Lyons is a nationally published writer who has contributed to national magazines such as Ladies' Home Journal and Family Circle. She is also a regular panelist on National Public Radio's weekly comedy quiz show "Says You."

Prior to her television career Paula worked in gubernatorial campaigns in California and Massachusetts and in various capacities for former Boston Mayor Kevin H. White. She served as Press Secretary to the Mayor (the first woman to hold that job in Boston).

Before working in city government, Paula worked as a teacher in the Boston Public Schools and at the American School of Buenos Aires in Argentina.

Lyons holds a Bachelor of Arts degree from Newton College of the Sacred Heart and a masters degree from the University of Massachusetts. She lives in the Greater Boston area with her husband.

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