

Paul D. Rhynard

- Work History**
- 2014 – Present. **Managing Partner**, Shawn Douglas Communication, Norfolk, VA. Oversee legal, administrative and marketing operations for LLP.
 - 2014 – 2015. **Deputy National Press Officer**, U.S. Forest Service, Washington DC. Provide public relations counsel to executive level leadership within the organization.
 - 2014 – 2015. **Affiliate Professor of Communication**, Loyola University, Baltimore, MD. Develop and deliver curriculum for Introduction to Public Relations course. Guest lecture and advise Public Relations Senior Capstone Program.
 - 2010 – 2014. **Public Affairs Officer (PIO)**, U.S. Coast Guard Office of Public Affairs, Washington, DC. Provide integrated communications counsel and media training to executive level leadership within the organization. Serve as national spokesperson for organizational initiatives, policies and operations.
 - 2006 – 2010. **Senior Public Affairs Instructor/USCG Liaison**, DOD Defense Information School, Public Affairs Leadership Dept. Lead four-person instructor teams that develop and deliver public affairs and media training to 500 military and civilian students annually from the Coast Guard, Department of Defense and 16 allied nations.
 - 2005 – 2006. **Public Information Officer**, National Strike Force, Public Information Assist Team. Conduct nationwide crisis communications activities at natural/human-caused disasters; train members of national response community on environmental risk communications and emergency response communications collaboration.
 - 2003 – 2005. **Public Affairs Senior Account Manager** U.S. Coast Guard Headquarters, Washington, D.C. Manage media relations activities and policy for organization-wide programs including search and rescue, recreational safe boating, maritime law enforcement, national defense and pollution prevention/response.
 - 2001 – 2003. **Public Affairs Specialist** U.S. Coast Guard Public Affairs Detachment, St. Petersburg, FL. Represent Coast Guard during interagency public information events involving US Attorney, FDLE, local law enforcement, INS, FBI and State Department. Principal Coast Guard spokesperson in Tampa, Orlando and Ft Myers, FL markets.
 - 1996 – 2001. **Public Affairs Specialist** U.S. Coast Guard Pacific Area Public Affairs Office, Alameda, CA. Perform spokesperson duties for Coast Guard forces in California as well as edit unit's internal information magazine.
 - 1994 – 1996. **Ship Photographer/Assistant Public Affairs Officer** U.S. Coast Guard Cutter Sassafras, Honolulu, HI. Document ship's activity via imagery and writing for internal communication publications, and manage ship's community relations events.
 - 1993 – 1994. **Field Producer** Consumer Relocation Services, Palm Harbor, FL. Coordinate the shooting, editing and production of community overview videos nationwide for companies relocating employees.

- 1992 – 1993. **Assistant Director**, Florida Public Television, Tallahassee, FL. Direct the taping of state legislative proceedings for nightly broadcast “Today in the Legislature” and “Florida Crossroads”.
- 1992 – 1993. **Newsroom Intern** WCTV 2, CBS affiliate, Tallahassee, FL. Write copy for evening news segments and edit VSOT packages for broadcast.

**Public
Information &
JIC Operations**

Public Information Officer

- 2012.10.29-11.08. Super Storm Sandy, Captain of the Port of NY-NJ response and recovery, Incident Command Post, Staten Island, NY.
- 2010.07.15-09.23. Deepwater Horizon/Macondo Spill, Unified Command, ESF #15, New Orleans, LA.
- 2006.06-20-07.02. Calcasieu ship channel closure, terminal container spill, Unified Command, Lake Charles, LA.
- 2006.01.18-19. Liquid asphalt barge adrift off coast of Carolina, Incident Command, Wilmington, NC.
- 2005.10.23-31. Hurricane Katrina Emergency Support Function #10 Command, Baton Rouge, LA.
- 2005.08.27-09.01. Hurricane Katrina Unified Search and Rescue Command, Mobile, AL.
- 2002.09.29-11.20. Mariner abandonment of container ship Neptunia Mediterraneo in Gulf of Mexico, St. Petersburg, FL.
- 2001.09.11-12.20. U.S. Central Command and U.S. Coast Guard Post 9/11 mobilization and security operations, Port of Tampa, FL.
- 2002.10-29-11-05. Haitian migrant freighter aground on Virginia Key response and homeland security operations, Miami, FL.

Joint Information Center Manager

- 2005.11.28-30. Barge Piney Point liquid asphalt spill, James River, Incident Command, Chester, VA.
- 2005.11.01-10. Hurricane Katrina U.S. EPA/Coast Guard Unified Emergency Support Function #10 Command, Metairie, LA.
- 2005.09.01-16. Hurricane Katrina Unified Search and Rescue Command, Mobile, AL.
- 2005.07-10-17. Hurricane Dennis response and recovery operations, Incident Command Post, Mobile, AL.
- 2002.01.05-10. Tampa plane crash into Bank of America building, incident response, Tampa, FL.

Assistant Public Information Officer

- 2006.01.27-30. Ohio river barge/bridge collision, liquid asphalt spill response Incident Command, Louisville, KY.
- 2000.01.31-02.15. Crash of Alaska Airlines flt. 261 off Anacapa Island incident search and recovery response, Oxnard, CA.
- 1998.09.26-10.20. Tanker Ship Command oil spill response, San Francisco, CA.

- 1997.08.12-19. Chinese migrant smuggling aboard vessel Lapas No. 3, Baja, CA.
- 1997.06.08. Crash of Coast Guard Rescue Helicopter 6549 search and recovery operations, Humboldt Bay, CA.
- 1996.08.16-30. Downed hijacked Cuban aircraft response and homeland security operations, Ft Myers Beach, FL.
- 1995.07.05-07.25. Chinese migrant smuggling aboard vessel Jung Sheng No. 8 off Hawaiian Islands, Honolulu, HI.

Technical Work & Development

Disaster Exercises and Drills

- 2015.10.08-10. Enbridge, City of Kingston full-scale exercise broken oil pipeline response, Kingston, ON [Coach]
- 2011.05.16-18. FEMA NLE 11: National Level Exercise/New Madrid Seismic Zone catastrophic earthquake functional exercise, Dulles, VA [Controller].
- 2006.04.24-27. Port of Houston Preparedness for Response Exercise Program full-scale oil spill exercise, Houston, TX [Evaluator/Coach].
- 2006.02.13-17. Providence Preparedness for Response Exercise Program full-scale oil spill exercise, Providence, RI [Evaluator/Coach].
- 2002.08.15. Port of Key West full-scale cruise ship counter-terrorism exercise response and recovery, Key West, FL [Evaluator].
- 2001.09.11. Port of Tampa full-scale cruise ship counter-terrorism exercise response and recovery, St. Petersburg, FL [Media Escort/Evaluator].
- 2000.04.17. Bay Area Regional Response Team full-scale downed airliner response and recovery exercise, Oakland, CA [Evaluator].
- 1999.10.15. Spill Management Team/Equipment Deployment Tabletop Exercise, Monterey, CA, [Participant/Media Escort].
- 1998.09.18-23. SONS 98: Spill of National Significance on Prince William Sound/Western Gulf of Alaska, full-scale oil spill response exercise, Anchorage, AK [Participant].
- 1997.06.13. Chevron Refinery Worst Case Discharge full-scale exercise, Martinez, CA [Participant].

National Response Framework

- 2012.11.05-12. DHS National Response Framework subject matter expert for inter-agency workgroup to amend the NRF Emergency Support Function #15 model alignment with the NRT's *Joint Information Center Model: Collaborative Communications During Emergency Response* (published April 2013).
- 2012.08-10. U.S. Coast Guard public information officer subject matter expert for workgroup revision of the USCG Incident Management Handbook.

Crisis & Emergency Risk Communication

- 2016.10.15. Developed Joint Information System standard operation procedures amendment to City of Boston, Office of Emergency Management's Emergency Public Information Annex
- 2013.05.01-08.31. Implementation of revamped DoD Sexual Assault Prevention and Response policy.
- 2013.02.13-17. Public meetings for comment on controversial construction

- of Columbia River crossing bridge, Astoria, OR.
- 2012.08-09. Internal risk communications plan in preparation for DoD repeal of “Don’t Ask Don’t Tell”.
- 2011.05.23-27. Public information planning and analysis for post Castro regime mass Cuban migration scenario, Miami, FL.
- 2006.03-06. Micronesia PCB remediation health and environmental risk communications analysis, Elizabeth City, NC.
- 2005.10.18-28. Post Katrina Emergency Support Function #10 risk communications planning and execution during lightering and salvage of grounded Vietnamese shrimper fleet, Mobile, AL.
- 2004.01.15-02.15. NIMBY: Not In My Back Yard community analysis and communication plan for U.S. Coast Guard Rescue 21 cell tower placement along eastern seaboard.
- 2002.01-06. Public information/risk communications campaign, Post 9-11 public concern about security of Central Command, cruise ships and liquid nitrogen storage tanks in Port of Tampa, FL.
- 1997.04.01-06.01. Coast Guard battery dumping controversy and implementation of EPA ordered remediation operations.

Training Course Development and Instruction

- 2016. Joint Information System Training & Workshop, City of Boston, Office of Emergency Management. [Workshop Developer/Lead Instructor]
- 2012. Public Affairs for Prospective Commanding Officers, U.S. Coast Guard Academy, New London, CT [Course Developer/Lead Instructor]
- 2010. USCG Joint Information Center Public Affairs Course, Defense Information School, Ft. George G. Meade, MD [Pilot Course Developer/Lead Instructor].
- 2006 – 2010. USCG Command Duty Public Affairs Course, (12 iterations) Defense Information School, Ft. George G. Meade, MD [Course Coordinator/Instructor].
- 2006 – 2010. Public Affairs Officer Qualification Course, (15 iterations) Defense Information School, Ft. George G. Meade, MD [Lead Instructor].
- 2008 – 2009. Joint Expeditionary Public Affairs Course (2 iterations) Defense Information School, Ft. George G. Meade, MD [Course Evaluator].
- 2006.04.05. National Response Team Joint Information Center Operations Workshop, Houston area Public Information Officers, Houston, TX [Co- Instructor].
- 2006.02.17. National Response Team Joint Information Center Operations Workshop, Rhode Island area Public Information Officers, Providence, RI [Co- Instructor].
- 1997 – 2004. U.S. Coast Guard Public Information/Media Relations Workshops (12 iterations) multiple locations [Training Developer/Instructor].

**Select
Presentations**

Community Relations and Media Interaction Basics

2017.03.23. 2015 World of Asphalt Show & Conference, Nashville, TN
[Presenter].

Communicating with Media and the Public

2015.03.23. 2015 World of Asphalt Show & Conference, Baltimore, MD
[Presenter].

Crisis Comms for Response Preparedness & Emergency Frameworks

2015.01.29-30. Marcus Evans Professional Workshop Series,
Marriott Galleria, Houston TX [Presenter].

Resiliency: Communities Recovering From Crisis

2014.10.29. Conference Board of Canada, Webinar, Annapolis, MD
[Presenter].

Clarity in Chaos: A 101 Crisis Communications Guide

2014.06.22. Conference Board of Canada, Webinar, Annapolis, MD
[Presenter].

Issue Management and Community Relations

2013.03.25. Prospective Commanding Officers'/Executive Officers'
Course, U.S. Coast Guard Academy, New London, CT [Presenter].

Risk Communication Considerations During Mass Evacuation Events

2006.03.27-29. South Carolina Department of Homeland Security, Risk
Perceptions and Communications Conference, Charleston, SC
[Co-Presenter].

Anatomy of a Crisis

2008.11.03. Public Affairs Officer Qualification Course Panel Discussion,
Defense Information School, Ft George G. Meade, MD [Moderator].

Public Information During a Response: the Fundamentals

2010.08.08. Deepwater Horizon Gulf of Mexico oil spill response, joint
information center brief, New Orleans, LA [Presenter].

Crisis and Risk Communication: Back to Basics

2009.03.15. Public Affairs Qualification Course Workshop, Defense
Information School, Ft George G. Meade, MD [Presenter].

Role of DoD Public Affairs Officers in Domestic Incident Response

2010.03.30. Joint Senior Enlisted Public Affairs Workshop, Defense
Information School, Ft George G. Meade, MD [Presenter].

Role of DoD Public Affairs Specialists in Domestic Incident Response
2011.02.17. Joint Supervisor Public Affairs Course, Defense Information School, Ft George G. Meade, MD [Presenter].

Communicating Environmental Risk
2010.11.03. Public Affairs Officer Qualification Course, Defense Information School, Ft George G. Meade, MD [Presenter].

Operational Imagery, Combat Camera and Domestic Incidents.
2008.01.17. Joint Visual Imagery Managers Course, Defense Information School, Fort George Meade, MD [Presenter].

Operational Imagery, Combat Camera and Domestic Incidents.
2009.02.05. Joint Visual Imagery Managers Course, Defense Information School, Fort George Meade, MD [Presenter].

**Professional
Training**

Incident Response Operations

- 2006. EPA Hazardous Waste Operations and Emergency Response, Cincinnati, OH.
- 2004. National Response Framework, Emergency Support Function #15, IS 250, Washington, DC.
- 2003. National Incident Management System Incident Command System Public Information Systems, IS 702, Washington, DC.
- 2000. National Incident Management System Incident Command System 400, Alameda, CA.
- 1998. National Incident Management System Incident Command System 100, 200, 300, Alameda, CA.

Public Information and Communications

- 2010. DOD Public Affairs Qualification Course, Defense Information School, Fort George G. Meade, MD.
- 2006. DOD Instructor Training Course, Defense Information School Fort George G. Meade, MD.
- 2002. DOD Joint Public Affairs Supervisors Course, Defense Information School, Fort George G. Meade, MD.
- 2001. Naval Environmental Health Center Environmental Risk Communication Workshop, Dr. Vincent Covello, Oxnard, CA.
- 1996. DOD Basic Journalist Course, Defense Information School, Fort George G. Meade, MD.

**Formal
Education**

Columbia Southern University

2009 – 2012. Master of Business Administration: Marketing.

Florida State University

1990 – 1993. Bachelor of Science in Communication: Media Production/Broadcast.