

TERRENCE LAMAR HAYES

(b)(6)

SUMMARY OF QUALIFICATIONS

A Public Affairs/Relations professional with more than 24 years of progressive experience in the Department of Defense, Veterans Affairs and Veteran Service Organization space seeks to contribute those skills to a global media organization. Strong history of communications development, media/public relations management, and use of emerging and social media to effectively educate and inform stakeholders and develop audience influence. Experienced strategist adept at synchronizing products and communications with strategic and operational themes and messages. Experienced manager who leads and nurtures subordinates in achieving personal and professional development and overall organizational goals while promoting and cultivating a strong environment of diversity, equity and inclusivity. Skilled in local, regional and national community outreach and engagement, event coordination and execution, strategic communication, media marketing integration, and speech writing. Member of the National Press Club and the National Association of Black Journalists.

PROFESSIONAL EXPERIENCE**Veterans of Foreign Wars (VFW), Washington, D.C.**

Office of Communications and Public Affairs

200 Maryland Ave., NE

Washington, DC 20002

Supervisor: (b)(6)

May be contacted

10/19-present

40 Hours per Week

Starting Salary \$ (b)(6)

Ending Salary \$ (b)(6)

Serves as National Director of Communications and Public Affairs and national spokesperson for the nation's largest combat veterans service organization boasting a membership of 1.5 million veterans. Develops all key internal and external themes and messages for VFW stakeholders, to include policy makers, media, partners, members, donors, and the general public. Cultivates positive working relationship with local, regional, national and international media and answers all VFW national media requests accurately, swiftly and proactively. Provides public affairs counsel and training to VFW leadership and key staff. Hosts the bi-monthly VFW national podcast that features congressional leaders, Departments of Defense and Veterans Affairs senior executives, influencers and celebrities, VFW chair officers and directors, and everyday veterans making an impact in their community.

- Drafted and coordinated all official oral and written correspondence for internal and external distribution, to include formal statements and positions, news releases, media advisories and social media engagements.
- Developed and fostered relationships with the other Big Six veteran service organizations in an effort to synchronize strategic messaging to influence the termination of the Widow's Tax and passage of the Deborah Sampson Act.
- Created and managed The VFW Podcast that affords key members of the veteran space to communicate to our audience through candid conversations and interviews.

- Specialized experience equivalent to the SES grade level or pay band in the Federal Service.

Department of Veterans Affairs, Washington, D.C.

Office of Public and Intergovernmental Affairs, Media Relations
810 Vermont Ave., NW
Washington, DC 20420

Supervisor: (b)(6)

May be contacted

2/17-10/19

40 Hours per Week
Starting Salary \$84,266
Ending Salary \$105,782

Served as a strategic public affairs media relations specialist responsible for responding to national, regional and local news organizations for carefully researched information that directly contributes to overall public communications strategies on behalf of the Secretary of Veterans Affairs. In addition, served as primary OPIA crisis communications liaison during critical, mission-essential operations assisting in the collection, development and dissemination of key messaging for the Department. Executed strategic communication strategies that promote awareness, understanding and support for the mission, programs and activities that impact all stakeholders.

- Provided public affairs advice and oversight and developed internal and external communication products to the Secretary of Veterans Affairs, Deputy Secretary of Veterans Affairs and other senior-level VA leaders.
- Drafted and coordinated the strategic communication plan, key themes and messages and media distribution plan for the implementation of the MISSION Act.
- Steered OPIA as Emergency Response Group coordinator and watch officer during critical, mission-essential operations resulting in the swift and accurate distribution of news releases, media advisories, social media engagements, and response to queries requiring joint coordination across the department.
- Specialized experience equivalent to the GS-13 grade level or pay band in the Federal Service.

Department of the Army, Washington, D.C.

Office of the Chief of Public Affairs, Headquarters Department of the Army
1500 Army Pentagon
Washington, DC 20310

Supervisor: (b)(6)

May be contacted

7/16-2/17

40 Hours per Week
Starting Salary \$77,490
Ending Salary \$84,266

Served as a strategic public affairs communications planner responsible for developing and executing strategic public affairs programs and campaigns that leverage all available communications conduits, and emerging technologies to most effectively communicate the Army story. Responsible for pitching key stories to the media that resulted in positively communicating critical themes and messages to the American people quickly, while fulfilling specific objectives defined by the Chief of Public Affairs, senior military leaders, and directly supporting programs of the Secretary of the Army, Chief of Staff, and other members of the Executive Office of the Headquarters and Army Staff.

- Coordinated strategic communication planning and execution for all Army public affairs programs pertaining to weapons, environment and technology.

- Provided public affairs advice and oversight and developed internal and external communication products to the Secretary of the Army, Under Secretary of the Army, Chief of Staff of the Army, and Vice Chief of Staff of the Army.
- Specialized experience equivalent to the GS-12 grade level or pay band in the Federal Service.

Department of Defense, Washington, D.C.

11/11-1/16

Office of the Senior Enlisted Advisor to the Chairman of the Joint Chiefs of Staff

40 Hours per Week

9999 Joint Staff Pentagon

Starting Salary \$97,500

Washington, DC 20318

Ending Salary \$98,000

Supervisor: (b)(6)

May be contacted

Served as the Public Affairs Specialist (Director/Official Spokesperson) for the Senior Enlisted Advisor to the Chairman of the Joint Chiefs of Staff. As the Public Affairs Advisor, was responsible for providing advice, authority, technical expertise, and management support to the top-enlisted service member in the Armed Forces and the nine Combatant Command Senior Enlisted Leaders. Advised leaders on potential public reaction to policies. Executed strategic communication strategies that promoted awareness, understanding, and support for the mission, programs and activities among the general public and pertinent internal and external stakeholders. Established and maintained the public affairs program involving media relations, civic outreach, planning and executing nationally prominent events, internal information, visual information, communication planning, research, and analysis, emerging and social media, security and policy review, and contingency planning and operations.

- Provided public affairs advice and oversight and developed all internal and external communication products to the top-enlisted service member in the Department of Defense and the nine Combatant Command Senior Enlisted Leaders on all sensitive and key military issues including the Same-Sex Benefits Rollout, Sequestration, Military Pay and Compensation Reform, and the Repeal of the Don't Ask Don't Tell Policy resulting in more than 350 key leader, media and community outreach engagements over a three-year period.
- Managed all wide-ranging programs, special projects, and initiatives with responsibility for researching, planning, executing, and evaluating complex national-level public affairs operations and engagements such as the Chairman's Commitment to Service National Basketball Association initiative, USA Basketball Hoops for Troops, NASCAR's Troops to Track, and PGA TOUR's Birdies for the Brave Military Appreciation Day ceremonies across the country leading to the development of key relationships between major sports organizations and the Department of Defense while reaching more than 15 million television viewers.
- Developed, managed and executed a robust media engagement training program for several top senior commissioned and enlisted leaders throughout the Department of Defense focusing on communicating effectively with tact and diplomacy, orally and in writing, resulting in the rigorous, hands-on media engagement training to 240 of the Armed Forces most-senior enlisted leaders during the bi-annual National Defense University's Keystone courses over a three-year period within the National Capital Region.
- Specialized experience equivalent to the GS-13 grade level or pay band in the Federal Service.

Department of the Army, Fort George G. Meade, Md.

7/10-11/11

Army Public Affairs Center

40 Hours per Week

8607 6th Armored Cavalry Road

Starting Salary \$96,000

Fort George G. Meade, MD 20755

Ending Salary \$97,500

Supervisor: (b)(6)

May be contacted

Served as Lead Program Manager and Analyst responsible for supervising and supporting an 18-member senior military staff that was responsible for developing all Public Affairs doctrine and policy, training and education, personnel manning and structure, and equipment design and implementation for all 4,000 U.S. Army active duty, Reserve and National Guard Public Affairs soldiers.

- Supervised and counseled an 18-member senior military staff leading to the independently planning and executing of short- and long-term projects and to cultivate and sustain positive working relationships.
- Planned, organized, directed and evaluated all major public affairs functions with Army-wide applicability resulting in ensuring all public affairs activities comply with doctrine and policy, training and education, personnel and manning, equipment design and implementation, and legal and regulatory requirements meeting customer's needs.
- Represented the Army Public Affairs Proponent at various councils, boards, working groups and panels inside and outside the Department of the Army, including Headquarters Department of the Army, DoD (Office of the Secretary of Defense, Joint Staff, and sister services), leading to the revision and modernization of all Public Affairs enlisted, officer and civilian courses.
- Specialized experience equivalent to the GS-13 grade level or pay band in the Federal Service.

Department of the Army, Fort George G. Meade, Md.

6/08-7/10

U.S. Army Signal Corps Regimental Noncommissioned Officer Academy

40 Hours per Week

8541 Zimborski Avenue

Starting Salary \$85,000

Fort George G. Meade, MD 20755

Ending Salary \$96,000

Supervisor: (b)(6)

May be contacted

Served as Public Affairs Specialist (Lead Instructor) that supervised, trained and counseled three instructors and provided instruction to 236 enlisted students over an 18-month period.

- Supervised and counseled a 3-person senior military team responsible for independently planning, managing, teaching and training 236 senior enlisted Army Public Affairs students over an 18-month period leading to a 97 percent graduation rate with 23 students exceeding course standards by scoring 95 percent or higher.
- Monitored exercises, activities and events and assessed the impact of events as they relate to the mission accomplishment of all senior and junior enlisted Army Public Affairs functions and tasks associated with all doctrine and policy, training and education, and legal and regulatory requirements meeting commander's needs and intent resulting in complete redesign and rewrite of both the Senior and Advanced Leaders course programs of instruction (curriculum).
- Implemented a training program to improve soldiers' capability for news writing, media relations, community outreach and relations, photography and videography techniques to better represent their organizations locally, nationally and internationally.
- Specialized experience equivalent to the GS-13 grade level or pay band in the Federal Service.

Department of the Army, Camp Victory, Baghdad, Iraq

5/06-5/08

28th Public Affairs Detachment
I Corps, Special Troops Battalion
Joint Base Lewis-McChord, WA 98433

Supervisor: (b)(6)

May be contacted

40 Hours per Week
Starting Salary \$75,000
Ending Salary \$76,500

Served as Public Affairs Specialist (Content Manager) for an eight-person public affairs organization that was responsible for providing print, broadcast, digital media, and social media support to the Multi-National Corps-Iraq commander over a 15-month period during Operation Iraqi Freedom Campaign 06-08.

- Supervised, managed and counseled an eight-person public affairs organization responsible for all command information and editorial content, to include print, broadcast, digital media and social media, resulting in the production of 150 news and feature articles, 450 images, 400 minutes of video and 25 broadcast stories published and aired by more than 25 U.S. media outlets to include Fox News, CNN, MSNBC and Newsweek reaching more than 60 million viewers during a 15-month period.
- Developed, managed and executed media engagement training program for the Iraqi Ground Forces Command focusing on communicating effectively with tact and diplomacy, orally and in writing, leading to providing extensive, hands-on media engagement training leading to the direct impact of 25 Iraqi Army Divisions who now have trained public affairs professionals.
- Coordinated and executed all Task Force Commander's and executive leader subject matter experts' broadcast interviews resulting in 120 key leader on-camera interviews aired live on The Pentagon Channel reaching more than five million viewers.
- Specialized experience equivalent to the GS-11 grade level or pay band in the Federal Service.

EDUCATION

Masters of Science, Management (Organizational Leadership), Troy University
100 University Park, Troy, AL, 36082, 2019

Masters of Science, Strategic Communication, Troy University
100 University Park, Troy, AL, 36082, 2017

Bachelors of Arts, Communication Studies, University of Maryland University College
3501 University Blvd. E, Adelphi, MD, 20783, 2012

Associates of Arts, General Studies, Cochise College
901 North Colombo Ave., Sierra Vista, AZ, 85635, 2006

Diploma, Stanton College Preparatory High School
1149 W. 13th St., Jacksonville, FL, 32209, 1996

TRAINING

2014 *Public Affairs Qualification Course*, 345 hours
Defense Information School, Fort George G. Meade, Md.

2009 *Joint Senior Public Affairs Advanced Course*, 80 hours
Defense Information School, Fort George G. Meade, Md.,

2006 *Equal Opportunity Representative/Small Group Facilitation Course*, 80 hours
Department of the Army, Joint Base Lewis-McChord, Wash.

AWARDS AND RECOGNITION

Bronze Star Medal, Meritorious Service Medal (2), Joint Service Commendation Medal, Army Commendation Medal (3), Joint Service Achievement Medal, Army Achievement Medal (3), Joint Meritorious Unit Award, Army Good Conduct Medal (6), Humanitarian Service Medal

10/14 – Awarded the 2014 SGM Dawn Kilpatrick Memorial AUSA Scholarship for outstanding performance in the Army Public Affairs career field given by the 14th Sergeant Major of the Army Raymond Chandler III

9/13 – Awarded the 2nd Place 2013 Telly Award for Most-Outstanding Regional TV Commercial for designing the concept and writing the script for Chairman's Super Bowl commercial

10/06 – Awarded the Sergeant Audie Murphy Club Award for exemplary performance and leadership characteristics

MEMBERSHIPS

11/19 – Active Member of the National Press Club

10/19 – Active Member of the National Association of Black Journalists