

# Public Affairs & Strategic Communications



## Director

Jacqueline Aguiqui Chandler  
 Phone: (907) 586-8803  
 Cell: (907) 209-6874  
 Email: jacqueline.chandler@usda.gov

- Leading a diverse team of creative, innovative, and forward thinking communication experts who collaborate to produce exemplary results.
- Achieving a coherent Regional strategic approach, by building and sustaining a regional brand.
- Anticipating major issues in advance, and where possible, successfully resolves situations (using strategy and proactive communication) before they become issues.
- Coordinating aligned, mutually supporting communication by Regional Leadership Team and employees across the Region.
- Building trust and facilitating joint communication of successes.
- Making creative use of new communications techniques to reach diverse communities.
- Directing the significant increase in support for and understanding of Forest Service mission and programs.

## Administrative & Analysis



**Allan Alcancia, Administrative Support Assistant**  
 Phone: (907) 586-8806  
 Email: allan.alcancia@usda.gov

- **Advise** staff on appropriate and accurate application of standard operating procedures for personnel files, correspondence data base, purchasing, travel, property management, and records keeping.
- **Support** the PAO team in order to accomplish critical, strategic communication outcomes.
- **Manage** and monitor the update and use of critical communication management tools, to include project management matrix, content calendar and stakeholder inquiry logs.
- **Provide** additional administrative support to Tribal, Civil Rights and Safety.

## Strategic Communications (External Stakeholder Emphasis)



**Vacant, Public Affairs Specialist**

- **Advise** on a variety of communications methods and in devising the appropriate communication method for public affairs campaigns.
- **Develop** and implement public affairs communication plans, program strategies and techniques for dealing with addressing critical and complex public issues; emphasis on external communications.
- **Plan** and implement communications campaigns needed to address critical issues and explain Forest Service policies, programs, and activities.
- **Share** input into the long-range planning, development and coordination of the overall Public Affairs program for the Region.
- **Analyze** public and media reaction and recommend changes to improve understanding.
- **Respond** to external (media) inquiries and analyze topic trends for media, employees, partners and others.
- **Provide** communication support in the form of writing, editing, development of key messages, social media and web content, presentations, and publications.
- **Offer** expertise in the development of talking points, news releases, articles, Op-Eds, power point presentations, factsheets, backgrounders, briefing papers, and communication plans.

## Digital Communications



**Charles Lindemuth, Digital Communications Specialist (Detail)**  
 Phone: (907) 743-9512  
 Email: charles.lindemuth@usda.gov

- **Promote** an online presence for the FS; internal and external.
- **Analyze** web, portal, SharePoint and document management usage.
- **Ensure** availability of accessible online, digital content, support and training.
- **Design** FS websites, SharePoint, portals, and other digital communication platforms.
- **Provide** communication support in the form of video editing, web cam usage, digital content development and online metrics and measurement.messages, social media and web content, presentations, and publications.

## Strategic Communications, Content Strategy & Issue Management



**Alicia King, Public Affairs Specialist (Detail)**  
 Cell: (907) 231-0172  
 Email: alicia.king@usda.gov

- **Advise** on existing and emerging issues and their implications to Forest Service management and policies.
- **Develop** creative methods and techniques to communicate the Region's programs, policies and activities to key news media, employees, partners and others.
- **Implement** internal and external strategies, techniques and goals for communicating with local and regional media, employees, partners and others for the purpose of explaining Forest Service policies, programs and activities.
- **Prepare** in-depth analyses and other information needed in developing strategy for addressing critical and complex issues.
- **Evaluate** national forest issues and management programs; analyze public and employee reaction; and recommend methods of minimizing misconceptions and improving understanding of Regional and National policies.
- **Recommend** the most current and effective internal and external communications methods and techniques.
- **Provide** communication support in the form of writing, editing, development of key messages, ideas for social media and web content, drafting of presentations, and review of publications.
- **Offer** expertise in the development of talking points, news releases, articles, Op-Eds, power point presentations, factsheets, backgrounders, briefing papers, communication plans and other strategic internal and external communication products.

## Strategic Communications (Internal Employee Emphasis)



**Michelle Putz, Public Affairs Specialist, (Detail)**  
 Phone: (907) 747-2708  
 Email: michelle.putz@usda.gov

- **Advise** on a variety of communications methods and in devising the appropriate communication method for public affairs campaigns.
- **Develop** and implement public affairs communication plans, program strategies and techniques for dealing with addressing critical and complex public issues; emphasis on internal communications.
- **Plan** and implement communications campaigns needed to address critical issues and explain Forest Service policies, programs, and activities.
- **Share** input into the long-range planning, development and coordination of the overall Public Affairs program for the Region.
- **Analyze** employee reaction and recommend changes to improve understanding.
- **Respond** to internal (employee) inquiries and analyze topic trends for media, employees, partners and others.
- **Provide** communication support in the form of writing, editing, development of key messages, social media and web content, presentations, and publications.
- **Offer** expertise in the development of talking points, news releases, articles, Op-Eds, power point presentations, factsheets, backgrounders, briefing papers, and communication plans.

## Visual Information & Publications



**Carol Teitzel, Visual Information Specialist**  
 Phone: (406) 498-8372  
 Email: carol.teitzel@usda.gov

- **Advise** on all printing and publication requirements, including contracting and budgets.
- **Design** publication layouts, for large and small brochures, annual reports, fliers, fact sheets, and trifolds.
- **Ensure** availability of accessible online, digital content, support and training.
- **Strategize** on projects requiring visual information support and recommend appropriate product or platform.
- **Provide** communication support in the form of media analysis, web development and content, writing, and editing.

P.O.Box 21628 • Juneau, Alaska • 99802

 <https://www.fs.usda.gov/r10>  
 <https://twitter.com/AKForestService>

