Public Affairs & Strategic Communications

Administrative & Analysis
Allan Alcancia, Administrative Support Assistant
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- 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, Content Strategy & Issue Management
Alicia King, Public Affairs Specialist
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- 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, backrounders, briefing papers, communication plans and other strategic internal and external communication products.

Public Affairs - Media Relations
Erica Keene, Public Affairs Specialist
Phone: (907) 586-8802
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- 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.

Public Affairs - Employee Communications
Gina Uppencamp, Public Affairs Specialist
Phone: (907) 772-9590
Email: gina.uppencamp@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.

Digital Communications
Melissa Kulack, Digital Communications Specialist
Phone: (907) 382-0927
Email: melissa.kulack@usda.gov

- Promote an online presence for the FS, internal and external.
- Analyze web, SharePoint and social media metrics.
- Ensure availability of accessible online, digital content, support and training.
- Design FS webpages, SharePoint, multimedia content, and other digital communications.
- 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.

Visual Information & Publications
Jennifer Angelo, Visual Information Specialist
Phone: (907) 586-7962
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- Advise on all printing and publication requirements, including contracting and budgets.
- Design publications, brochures, annual reports, flyers, fact sheets, presentations, trifolds, and other communication materials.
- Develop regional branding standards and toolkits to aid in cohesive product development.
- Ensure adherence to branding guidelines and availability of accessible content.
- Strategize on projects requiring visual information support and recommend appropriate product or platform.
- Provide communication support through the development of infographics, presentations, video, and other digital content.
- Offer expertise in the development and execution of communication plans, themes, marketing campaigns, and other strategic internal and external communication initiatives.

Director
Jacqueline Agutig Chandler
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- 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 messaging theme. 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 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.

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