

# Public Affairs & Strategic Communications



## Director

Jacqueline Agui 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.

### Administrative & Analysis



**Katherine McLaughlin, Administrative Support Assistant (Acting)**  
Phone: (907) 586-8806  
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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



**Jennifer Angelo, 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, backgrounders, briefing papers, communication plans and other strategic internal and external communication products.

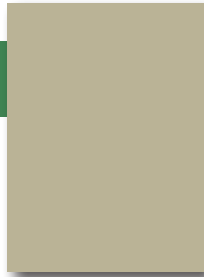
### Public Affairs - Media Relations



**Erica Keene, Public Affairs Specialist**  
Phone: (907) 586-8892 Cell: (907) 796-9773  
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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



**Vacant, Public Affairs Specialist**  
Phone: (907) 586-8740  
Email:

- **Advise** on a variety of communications methods and on 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**  
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- **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



**Solomon Navarro, Visual Information Specialist**  
Phone: (907) 586-7962  
Email: solomon.navarro@usda.gov

- **Advise** on all printing and publication requirements, including contracting and budgets.
- **Design** publications, brochures, annual reports, flyers, fact sheets, presentations, trifold, 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.

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