



Communications

The Communications department is charged with the unit’s internal and external communications, community relations, and brand awareness services to effectively engage the public, stakeholders, partners, and staff with the Forest Service’s mission.

Community Relations: Working daily with the area supervisor, program managers, and regional and national staff, the team engages with local media, government agents, federal partners, special interest groups, and the public to enhance the visitor experience; build relationships with local leaders and stakeholders; expand programming and delivery for underserved groups; and support outreach, environmental education, and volunteer program coordination efforts.

Media and Website Management: Using the newest technology, the staff provides all oversight functions for the unit’s internal and public-facing digital presence in accordance with USDA and Forest Service guidance. We have an authorized presence on social media platforms: Facebook, Flickr, and Twitter. The team engages with media inquiries and interviews; produces informational videos and public service announcements; facilitates production requests through the permitting process; maintains online public records; and regularly updates internal and external communications channels to inform interested parties and visitors about unit news.

Brand Awareness: The department leads brand recognition and awareness services to enhance the on-site and digital visitor experience, attract new user groups, and increase regional tourism. Forest Service and unit brand awareness are supported through the development of dynamic content creation, improved communications products, and limited purchased materials to reach both new and returning visitors.

Events Management: The department assists in the planning, preparation, and delivery of information during in-person, hybrid, and virtual meetings; organizes high-level visits; and supports community outreach events. Team members often attend public meetings as the unit’s representative.

Emergency Management Support: The team participates in emergency response planning and oversees crisis communications for emerging issues. This may include interagency coordination and meeting with the public and media at the site of the event to act as the unit’s spokesperson. Additionally, the department ensures the unit's website and social media applications are updated as frequently as needed during the incident to inform the public of alerts and closures.

Principle Goal
Strengthen community relations to stimulate regional tourism and patronage of our area’s world-class environmental education and recreation opportunities.

Strategy & Vision
Create professional communication products grounded in the scientific, academic, and journalistic approach for the purposes of public information, media relations, and visitor engagement; additionally, public emergency information, stakeholder engagement, and internal communications.