



**Alaska Seafood Marketing Institute
Communications Committee Meeting
Friday, September 22, 2023
12 – 2:30 PM Alaska Time**

Yukon Room @ CoWork RSD - 911 W 8th Ave #101, Anchorage, AK 99501 and Virtual

Virtual Meeting Link: <https://us02web.zoom.us/j/86233353463>

Meeting ID: 862 3335 3463

Call in: +1 719 359 4580

12:00 PM: Call to Order

- I. Roll Call
- II. ASMI Antitrust Statement
- III. Approval of Agenda
- IV. Approval of Previous Minutes
 - A. April 13, 2023 meeting
- V. Introduction of New ASMI staff
- VI. Communications Program Update
 - A. Consumer PR – Edelman
 1. FY23 campaign recap
 2. FY24 campaign brief overview
 - B. Channel Project Update and Buy Alaska Seafood Webpage - Tanna Peters
 - C. In-State Communications - Rising Tide Communications and Christine Fanning
 1. FY23 in-state campaign recap
 2. FY24 in-state campaign plan
- VII. Committee Roundtable
 - A. Discussion of current communications issues and opportunities facing industry
- VIII. All Hands on Deck: November 2-4, 2023 at Captain Cook Hotel in Anchorage
- IX. Public Comment
- X. Old Business and Good of the Order
- XI. Adjourn