Alaska Seafood Marketing Institute
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Communications Committee Draft Meeting Minutes

ORGANIZATION: Alaska Seafood Marketing Institute (ASMI)
DATE: 5, May, 2026
TIME: 9:30 AM – 11:30 AM AKST
LOCATION: Virtual

I. Call to Order

Chair Shannon Ford Ward called the meeting to order at 9:34 AM.

II. Roll Call

Present Members: Shannon Ford Ward, Cassandra Squibb, Christa Hoover, Rachel Kallendar, Julianne Curry, Jessica Keplinger, Tomi Marsh, Everette Anderson
Members Not in Attendance: Tracy Welch, Nicole Kimball
ASMI staff present: Greg Smith, Tanna Peters, Khrystl Brouillette
ASMI contractors present: Christine Fanning, Kate Constenstein, Elizabeth Mulligan, Laura Hoover
Industry member: Pat Shanahan

III. ASMI Antitrust Statement

Ford Ward read the short ASMI Antitrust Statement

IV. Approval of Agenda

Motion to approve agenda by Cassandra Squibb
Seconded by Jessica Keplinger
Motion Passed

V. Public Comment

No members of the public present.

VI. Approval of Meeting Minutes

November 7, 2025, All Hands on Deck Draft Minutes
Motion to approve previous meeting minutes by Julianne Curry
Seconded by Squibb
Motion Passed

Committee notes that minutes were very long, suggest tightening. Highlight key outcomes, actions, bullet points to summary items.

VII. Communication Program Updates

Staff provide program updates.

- In-state outreach programs, including processor send-outs, Fisherman townhalls and fisherman ambassador program expanding – Khrystl Brouillette
- Content and asset creation, including pink salmon package, sablefish (black cod) sockeye and King Salmon all available and distributed – Tanna Peters
- Crisis communications including Chinook Salmon ESA, EU catch, trawling playbook, and state government ADA web compliance, and shared the new economic value report and ASMI annual report – Greg Smith

VIII. FY 27 Budget Discussion

- FY 27 Communications Budget - Smith

Smith presented FY27 proposed communications program budget overview.

- FY 27 Communications PR Budget - Smith

Committee asked where crisis communication money comes from and suggested we should limit the amount of dollars we spend on out of state communications. Mulligan explained that crisis communications is in the background and not a proactive communication strategy, and the focus is in-state Alaska.

- AI and Strategic Focus Presentation – Elizabeth Mulligan, Edelman

Mulligan shared how AI is evolving and may impact the seafood industry, and how ASMI should be integrating AI into workflows. AI is really influencing media placements, and ASMI's brand has trust built into it.

ASMI owned social media content is doing really well – recommend to put a little paid spend behind it and using influencer content to spread more.

Rachel Kallendar notes to watch spend rate in 2026 election campaign and how that competes with saturation and impressions on social media.

Motion to approve budget by Squibb
Seconded by Keplinger
Motion Passed

IX. Break 11:20 AM – 11:30 AM

X. Committee Roundtable

Committee discussed the question: Has anything happened since the last Communications Committee meeting that the Comms Program and Consumer PR contractors need to be thinking or aware of to help us better achieve our strategic objectives?

Christa Hoover shares that several people who went on Alaska cruises told her that they heard keta and pink salmon are only for dogs and not good to eat. Is there a way we can combat these negative perceptions?

Tomi Marsh explains that ASMI has been expanding cruise ship and tourism outreach and education. Misinformation likely not coming from the cruise line but from other excursions. Which is why all of our instate outreach is so important.

The committee noted it is important to highlight all Alaska species – everyone knows how good king salmon is and king crab, so extra important to elevate lesser known species too.

Motion to adjourn by Everette Anderson
Seconded by Squibb
Meeting adjourned at 11:58 AM