



Alaska Seafood Marketing Institute

Communications Committee Meeting

Thursday, September 11th, 2025

1:00 PM – 4:00 PM Alaska Time

Virtual Meeting

Meeting Link: <https://uso2web.zoom.us/j/8691453202>

Meeting ID: 869 1455 3202

Call In Number: +12532050468

- I. Call to Order
- II. Roll Call
- III. ASMI Antitrust Statement
- IV. Approval of Agenda
- V. Approval of Previous Minutes
 - A. May 1, 2025 Communications Committee meeting
- VI. Public Comment
- VII. Committee Member Introductions
- VIII. Communications Program
 - A. FY25 Brief Recap
 - B. FY26 Update
- IX. Consumer PR Plan, *Edelman*
 - A. FY25 Campaign Recap
 - B. FY26 Campaigns preview
- X. Possible break
- XI. Committee Roundtable
- XII. All Hands on Deck November 5-8, 2025 at the Hilton, Anchorage AK
- XIII. Old Business and Good of the Order
 - A. Communications Subcommittees
- XIV. Chair and Vice-Chair Elections
- XV. Adjourn