

Committee Roundtable Prompt

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? (see strategic objectives below)

Communications Program Strategic Objectives (from FY25 Strategic Framework)

Objective #1: Increasing positive awareness of the Alaska Seafood brand among the following key audiences;

1.1 Audience: Consumers (U.S.)

Strategy: Continue to engage with consumers on key messages of taste, quality, sustainability, health, wild, and Alaska

Objective #2: Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry;

2.1 Centralized ASMI Marketing Services

Strategy: Serve as centralized marketing service as needed for all ASMI programs

2.2 Media Relations Lead

Strategy: Oversee all aspects of organization's media relations needs

2.3 Stakeholders Communications

2.3.1 Segment: Fleet

Strategies

- Increase positive awareness of ASMI activities, value, tools, resources available for fishermen
- Increase participation in ASMI Committees
- Garner support for future funding needs of ASMI

2.3.2 Segment: Industry

Strategies

- Increase awareness of and participation in ASMI marketing programs
- Increase awareness of ASMI activities, value, tools, resources available for industry

2.3.3 Segment: Government Leadership

Strategies

- Educate decisionmakers about value of ASMI and seafood industry
- Support department requests for funding and support.
- Demonstrate ASMI's unique and vital role in increasing the value of the Alaska seafood brand to the benefit of all Alaskans.
- Provide resources, reporting and research to demonstrate state-wide impact of Alaska's seafood industry

Objective #3: Champion the sustainability of Alaska's seafood harvests resulting from existing Alaska fisheries management imperatives (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act and The Halibut Act);

3.1 Strategy: Position Alaska Seafood as a responsible and sustainable choice for consumers worldwide

Objective #4: Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy;

4.1 Strategy: Conduct strategic marketing planning annually

Objective #5: Quality assurance, technical industry analysis, education, advocacy and research;

5.1 Education and Advocacy

Strategies

- Educate about the value propositions of the Alaska Seafood industry
- Support collaborative efforts to promote benefits of ASMI and the seafood industry within Alaska
- Maintain visibility in-state among key groups, including Alaskans

Objective #6: Prudent, efficient fiscal management.

6.1 Ensure efficient operations of Communications Program