



Alaska Seafood Marketing Institute

Communications Committee Meeting

Thursday, September 19th, 2024

10:30 AM – 1:00 PM Alaska Time

In Person & Virtual Meeting

DRAFT

In Person Location: Yukon Room at CoWork RSD (911 W 8th Ave #101, Anchorage, AK)

Meeting Link:

<https://us02web.zoom.us/j/84874243622?pwd=GQABLAN8clHJTCZapmYqbRlXQLmb5J.1>

10:30 AM: Call to Order by Chair Cassandra Squibb.

Roll Call

Present: Chair Cassandra Squibb, Vice Chair Hannah Heimbuch, Shannon Ford Ward, Nicole Kimball, Pat Shanahan, Everette Anderson, Julie Cisco, Jessica Keplinger, Tomi Marsh (Board liaison)

Not Present: Julianne Curry

Also Present: ASMI staff and contractors

ASMI Antitrust Statement

Chair Cassandra Squibb read the antitrust statement.

Approval of Agenda

- **Motion:** Cisco
- **Seconded:** Ford Ward
- **Vote:** None opposed. Motion passed.

Approval of April 17, 2024 Minutes

- **Motion:** Anderson
- **Seconded:** Keplinger
- **Vote:** None opposed. Motion passed.

Communications Program - FY24 Recap and FY25 Update

Director Greg Smith provided an overview of the FY24 Communications Program and FY25 plans, noting that state funding, if reinstated, would not affect operations until FY26. Plans for

FY25 include a FAM trip and a potential New York media event, pending additional funds. The Alaska fishermen spokesperson program is growing, featuring content such as Maeva Waterman's cooking videos and interviews at ComFish 2024. Cisco suggested leveraging the UFA 50th anniversary to recruit more ambassadors.

New resources, such as the seafood 101 brochure, new recipes, and a sustainability brochure, have been developed to support direct marketers, the industry, and tourism. Smith also outlined fleet and industry communications improvements, including the Wheel Watch newsletter, website updates, and UFA webinars. A fleet survey and gathering testimonials from stakeholders are under consideration to enhance fleet engagement.

Content capture initiatives, like documenting sablefish processing and collaborations with Northwest Sablefish, were discussed. Smith also highlighted sustainability stories, including the use of slinky pots in sablefish fisheries and Dungeness crab developments. Upcoming events such as AFN and PME were reviewed, and Tanna Peters shared positive results from ASMI's Google Ad campaign, which increased awareness and supported direct marketers.

Consumer PR Program

Edelman PR presented the Consumer Trade PR Program, aimed at encouraging consumers to "Ask for Alaska" seafood. The campaign targets two consumer groups: curious (Millennials and Gen Z) and classic (Gen X and Baby Boomers) seafood consumers. The program generated 11.5 billion media impressions and achieved a 7% year-over-year increase. Edelman emphasized the use of experts and influencers to drive engagement, with social media expanding the "Ask for Alaska" campaign's reach.

For FY25, the Always in Season campaign will focus on promoting Alaska seafood's seasonality. It will be launched in three phases: fall, winter, and spring/summer, with spokespeople including chefs, dietitians, and harvesters. The program will also focus on agile storytelling, responding quickly to media opportunities, such as the New York Times article on Alaska seafood, with a call to action, "Support Alaska Seafood."

Committee Roundtable

The roundtable discussion centered on better engaging the fleet for the All Hands event. Shanahan suggested tailored messaging for different audience segments, and Smith proposed creating pre-All Hands materials highlighting fleet-relevant events like the Salmon Committee or Circana research presentations. Heimbuch supported creating event schedules for fishermen.

Keplinger noted that outreach could be improved with species-specific information. Kimball emphasized that All Hands is a space to bring the whole industry together, while Ford Ward highlighted the event's value in providing a broader understanding of Alaska seafood's role in international markets.

Suggestions to boost attendance included Anderson's idea for an educational campaign about ASMI's history and mission, and Cisco's proposal for a mentorship program to pair newcomers with returning attendees. Shanahan recommended having a welcome committee or designated tables to help first-timers network.

The roundtable also covered sustainability storytelling, with Shanahan discussing innovations in trawling gear, Squibb emphasizing full fish utilization to reduce food waste, and Kimball highlighting pollock oil as fuel in remote areas. Anderson added that Kodiak's renewable energy efforts offer another positive sustainability story.

All Hands on Deck (AHOD) - December 3-5, 2024, at Captain Cook Hotel, Anchorage, AK

Squibb asked the committee to respond to Heather regarding AHOD attendance, travel needs, and logistics. AHOD questions were approved by the Board on October 10. Committee input is due by November 23.

Old Business and Good of the Order

Applications for committees are due by September 20.

Public Comment

No public comment.

Adjourn

Motion: Shanahan

Seconded: Cisco

Vote: Motion passed.