

DATE: October 27, 2021
TO: ASMI Board of Directors and Committee Members
FROM: Ashley Heimbigner, ASMI Communications Director
RE: Communications Program Activity Highlights; October 2020 - September 2021

FY21 Overview

In FY21, the communications program continued to focus on key program functions of messaging about Alaska Seafood to domestic consumers, educating fleet and industry, and Alaska government leadership about ASMI activities. These activities are in addition to programming that supports all programs including messaging, content creation and management, serving as the ASMI spokesperson, and collaborating with all other ASMI programs.

Communications Program Core Values:

- Grow and Know Our Audience(s)
- Return on Relationships
- Develop Content That Supports the Alaska Seafood Brand
- Share Our Successes

Communications Program Objectives:

- Increased positive awareness of ASMI and the Alaska Seafood brand among the following key audiences:
 - Consumers
 - Fishermen/industry
 - Government leadership
 - Alaskans
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
 - Produce content to be used across all programs
 - Serve as ASMI's spokesperson
 - Supervise crisis monitoring and messaging
- Long-term proactive marketing planning
- Focused education, research, and advocacy efforts among industry issues
 - Coordinate industry economic value research, industry report card survey and other seafood market research as needed
- Prudent, efficient fiscal management

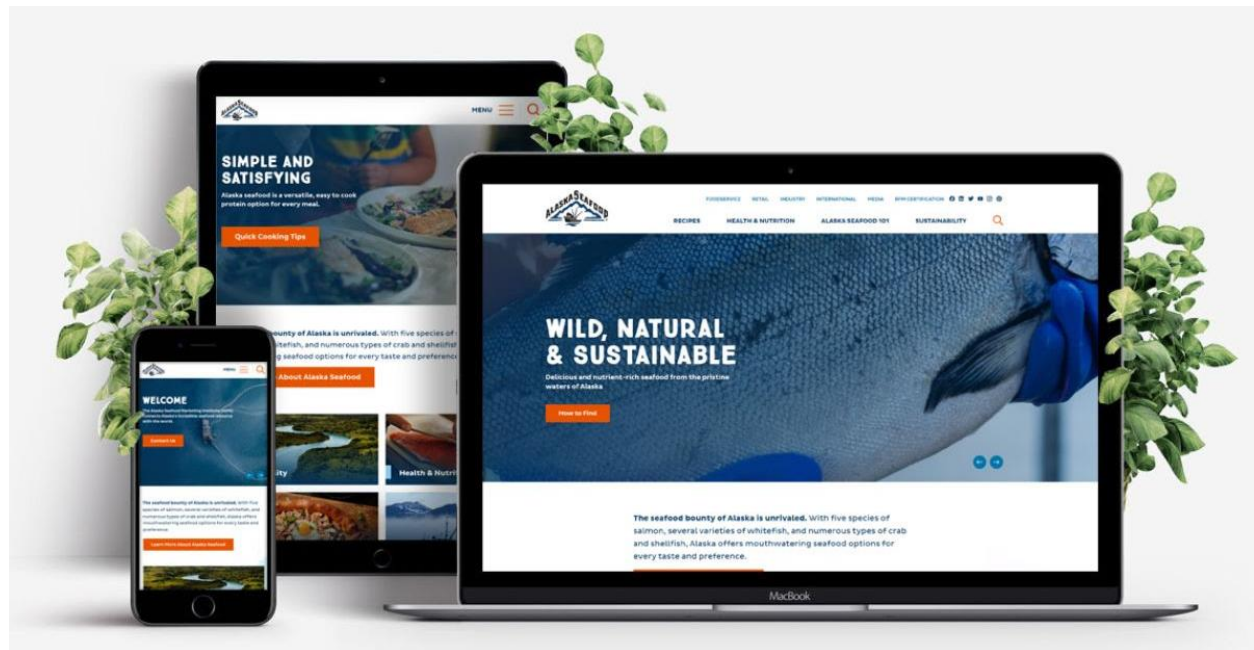
Objective 1: Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences (consumers, fishermen/fleet/industry, government leadership, Alaskans).

Audience: Domestic Consumers

Message: *Alaska Seafood is wild, healthy, delicious and sustainable.*

New Website at alaskaseafood.org (August 2021)

The new alaskaseafood.org website is now live! Over the past year and a half, staff have been working hard to deliver a new and improved digital experience that combines two previously separate websites (wildalaskaseafood.com and alaskaseafood.org) into one powerful new platform with information organized by user journey and topic hubs, and improved search engine optimization strategies to get users to the content they want faster. While the new site provides an enhanced experience for all users, several improvements cater specifically to domestic consumers. The updated, searchable recipe database features hundreds of delicious Alaska seafood recipes in one location, with collections like “Bowls & Poke,” “Classics & Comfort Foods,” and “To-Go & Takeout,” making it easier than ever for consumers to find their next favorite Alaska seafood dish.



Domestic PR Program Management

The communications director manages the domestic public relations program’s day-to-day operations to drive awareness, consideration and affinity for Alaska seafood. The program is designed to reach consumer every and trade audiences through a year-long #AskForAlaska program

activated through consumer and trade media relations, influencer engagement and social media (owned, earned and paid) channels and coordinated by ASMI's PR agency, Edelman.

The integrated program encompasses a campaign-driven approach centered on Alaska seafood's core differentiators – culinary, wellness and sustainability – and taps into consumer, food and media trends to position Alaska seafood as the ideal, trusted choice and to motivate consumers to #AskForAlaska.

As we recently kicked off our FY22 plan, one campaign is currently running with two others scheduled for the winter and spring seasons. Three campaigns were executed in FY21 along with always-on efforts allowing us to compare results and impact year over year. Below are results and updates to date.

Recap: FY21 Campaign Highlights (July 2020-June 2021)

Culinary: #SeafoodSunday Campaign (July 2020 Launch + Year-Round in FY21)

As people continued to cook more at home and buy seafood at retail (some for the first time), the #SeafoodSunday campaign created a new mealtime tradition for Alaska seafood with content that elevated ease of preparation, taste benefits, family-friendly meals and all species of seafood from Alaska.

- Drove traffic via ASMI's owned social channels, especially Pinterest: Designed a [new social media content series](#) that achieved a Cost-Per-Click (CPC) that was more efficient than the FY20 CPC average. The series also delivered high impressions, clicks and engagements on Pinterest, solidifying Pinterest as an essential channel for Alaska seafood culinary content moving forward.
- Reached new followers via influencer partners: Partnered with [five culinary influencers](#) to participate in #SeafoodSunday and share why they #AskForAlaska. Campaign reached 43% more followers than the FY20 influencer program combined.
- Earned culinary media attention for Alaska seafood. By focusing on [easy recipes](#) and [cooking tips](#), secured a 33% YOY increase in consumer press coverage for Alaska seafood during the campaign launch timeframe. In addition, 32% of secured coverage was via domestic media relations– foodservice coverage stemmed from [chef recipes](#) while retail focused on [sustainability and frozen](#).

Wellness/Nutrition: Wild Wellness Campaign (January-February 2021)

Through an integrated campaign, Alaska seafood was positioned as the complete protein choice to support overall wellness as it's wild, sustainable and packed with nutrients such as vitamin D and omega-3s.





- Targeted new wellness-minded audiences on social. Used paid social to reach younger audiences (18-44) interested in health and wellness topics, [particularly around the timeliness of the new year](#), and drove clicks and engagement on ASMI's health-related posts.
- Added credibility to health claims via influencers. Partnered with [two wellness experts](#) to explain the health benefits of Alaska seafood with their audiences, resulting in a 4.10% average Engagement Rate surpassing the industry benchmark of 2%.
- Built media buzz for the health benefits of Alaska seafood. Drove nearly 400M earned media impressions by focusing outreach on the new Dietary Guidelines for Americans and leveraging relationships with Registered Dietitians (RDs). Coverage touted Alaska seafood's [omega-3](#), [vitamin D](#) and other nutrients, and that it's [wild-caught and sustainable](#).
 - Extended media reach nationwide with a Satellite Media Tour (SMT). Partnered with Alaska seafood advocate and RD Frances Largeman-Roth to host an SMT that featured Cook It Frozen!, culinary, omega-3, vitamin D, #AskForAlaska and sustainability messages that [resulted in more than 741M media impressions from 800 placements](#).

Sustainability: Sea to Table Campaign (March-June 2021):

With a heightened focus on sustainability due to the events of the past year, the Sea to Table campaign increased awareness for Alaska's sustainability story and responsible fisheries management practices and drove consumers to #AskForAlaska.

- Gained mass awareness for how Alaska seafood is sustainable via media relations efforts. To tell the full sustainability story of Alaska seafood, we hosted a virtual media event with fisherman Hannah Heimbuch, ASMI's Jeremy Woodrow, and a sustainable seafood advocate and Michelin-star chef Masa Takayama that was attended by 11 top-tier outlets, including Bon Appetit, BuzzFeed, Hearst, Food & Wine, GMA, Martha Stewart and Serious Eats. [Following the successful event, we secured a nearly five-minute feature broadcast segment on the TODAY show where Hannah Heimbuch discussed Alaska seafood sustainability and ease of preparation.](#)
 - Educated and inspired social media fans via scenic visuals. Shared a [content series depicting the majesty of the Alaska seafood industry](#). With stunning visuals and storytelling, the content drove 1.2x more engagement on Instagram than other campaign content.
 - Brought the sea to table story to life with influencers. Partnered with notable creators, including [Food Network's Tyler Florence](#) and [Alaska fisherman Nelly Hand](#) to showcase why they #AskForAlaska and how they prepare Alaska

seafood at home, securing the highest engagement rate on the influencer content of all campaigns.

<p>#SeafoodSunday (July 2020 launch + year-round)</p> 	<p>Wild Wellness (January-February 2021)</p> 	<p>Sea to Table (March-July 2021)</p> 	<p>Always-On (July 1, 2020-June 30, 2021)</p> <p>martha stewart Melanie Brown, an Alaskan Fisher, Shares Her Best Tips for Shopping for Sustainable Salmon</p> 
<p>Launched a new seafood eating occasion to the calendar driving nearly 2 billion influencer, social and media impressions.</p>	<p>Established Alaska seafood as a key to a healthy lifestyle via RD relationships, resulting in 1.1 billion influencer and media impressions.</p>	<p>Used storytelling to drive mass awareness of how Alaska seafood is sustainable, including a 5-minute segment on the TODAY show.</p>	<p>Drove a constant stream of content and news, securing 2.6 billion earned media impressions and 2.9 million organic social media impressions.</p>

Current/Future FY22 Campaigns (June 2021-July 2022)

Wellness/Nutrition: Natural, Wild Wellness Campaign (August-October 2021)

Showcase the nutritional benefits of Alaska seafood and demonstrate how to make nutritious meals where Alaska seafood is center of plate, as voiced by health experts.

- As 61% of consumers trust subject-matter experts as credible spokespersons, and as health is the primary reason why people are eating seafood, we’re partnering with Registered Dietitians to show off how Alaska seafood is a natural source of health benefits. Results in the past two months alone include:
 - Collaborating with RDs to serve as credible sources for news articles, driving press coverage via [TODAY](#) and [Well + Good](#) to date.
 - Partnership with influencer and RD Gal Shua-Haim of [@SomethingNutritious](#) who is promoting a [recipe for sesame-crust Alaska cod bites](#) across her social channels to more than 315K followers.
 - Sent seafood mailers consisting of wild Alaska cod, sablefish and salmon to 10 RDs to inspire editorial and social coverage, including contacts who contribute to CNN, Eat This, Real Simple, SELF, TODAY, Women’s Health and more.

Culinary: Alaska Seafood Hacks (January-March 2022)

Uncover and unveil unique, delicious, simple and surprising ways to prepare Alaska seafood, as voiced by foodies.

- Quirky, easy cooking hacks continue to resonate with consumers by providing entertainment and inspiration in the kitchen, proven by the rise in popularity of TikTok style cooking videos. This campaign will uncover fun and creative Alaska seafood

cooking hacks and tips by calling on chefs, influencers, industry members, Alaskans and consumers to share their go-to simple tips for using Alaska seafood. Participants will share #AlaskaSeafoodHacks content that will then be utilized and amplified across all ASMI channels. The campaign will demonstrate how Alaska seafood is delicious, fun and easy to prepare, while driving consumer to #AskForAlaska.

- As approved by the Board of Directors in October, we will invest ARPA funds in this campaign to increase reach, awareness and engagement.

Sustainability: Alaska - The Sustainable Seafood Source (April-June 2022)

Highlight the dedication to sustainability and create a deeper connection to the origin of wild Alaska seafood, as voiced by industry spokespeople.

- Consumers crave transparency in knowing how and where their food is sourced. Yet only a quarter of customers choose seafood because it's sustainable. Those who do represent a young, affluent and progressive segment, which has grown by more than 10% in the last year. This campaign will launch a content series to educate consumers about the fisheries' management practices, family traditions, and state laws that ensure Alaska seafood is sustainably caught. We'll go straight to our most trusted source – our industry – and have key influencers and media conduct interviews with an array of experts to educate our target audiences.

Always on Results at a Glance (Results from October 2020-September 2021)

Consumer Media Relations

Conduct press outreach on an ongoing basis to keep Alaska seafood top of mind and relevant. The strategic public relations program creates media buzz for Alaska seafood, including coverage for all species and stories tied to culinary, wellness and sustainability topics.

- Earned 4.6 billion impressions from 185 placements since the last All Hands meeting—securing 3x more impressions compared to the same timeframe from 2020-2021.

Domestic Media Relations

As part of the integrated program, foodservice and retail media relations is conducted to drive preference for Alaska seafood among key industry decision-makers, along with attendance at the annual [International Foodservice Editorial Council](#) trade show.

- Earned 1.5 million impressions from nearly 30 placements since the last All Hands meeting.

Owned Social Media

Drive interest in seafood from Alaska by generating engagement and link clicks with organic posts and paid ads across social media channels (Facebook, Instagram, Twitter and Pinterest).

- Organic and paid social posts drove 11.5M impressions, placing Alaska seafood in front of viewers across Facebook, Instagram, Twitter and Pinterest.
- Social users ate up Alaska seafood content, delivering more than 194K link clicks and 77K engagements on social posts and ads.

In addition to the consumer outreach activities led by Edelman, ASMI's communications program also engages with consumers.

ASMI Serves on SNP Seafood4Health Action Coalition

Communications Director Ashley Heimbigner has represented ASMI on the Seafood Nutrition Partnership's Seafood4Health Action Coalition of industry members guiding the organization's "Eat Seafood, America" campaign in response to the U.S. market challenges created by the pandemic. Heimbigner also serves on the group's communications subcommittee.

Great American Seafood Cook-Off (August 2021)

ASMI sponsored Chef Wesley Choy to represent Alaska Seafood at the 2021 Great American Seafood Cook-Off Aug. 7 in New Orleans. Chef Choy, the executive chef of Alyeska Resort in Girdwood, Alaska, and his assistant Ryan Gelosa competed against chefs from 13 states with an Alaska sablefish dish with Korean accompaniments that impressed the judges. The event, put on by Louisiana Seafood, provided an opportunity to share Alaska seafood with chefs, culinarians and media from across the U.S.

Sustainability Blog Posts Series (Spring-Summer 2021)

Communications launched a series of long-form blog-style social media posts detailing a more in-depth look at the five pillars of Alaska's sustainability story. The first post addressed common misconceptions about sustainable seafood as put forth by the "Seaspiracy" program.

- Full Transparen-Sea: Alaska Seafood Is Sustainable
- Counting Fish: Dedication to Salmon Sustainability
- Multi Generation Fishing Families Power Alaska Seafood
- The Measure Of Success: Halibut Sustainability

Postponed/Cancelled Events

- Alaska Seafood Culinary Retreat

Audience: Alaska Fishermen/Fleet/Industry

Message: ASMI brings value to Alaska fishermen and the seafood industry by raising the value of the Alaska Seafood brand.

Tools For Industry

New Website: alaskaseafood.org

In addition to consumers, the new website offers multiple tools and increased functionality to better serve Alaska's seafood industry. The new industry page offers quick links to order POS, access the media library, meeting materials, suppliers directory, Seafood U and more. Institutional links such as "About ASMI" and resources are now in the footer. Additionally, all ASMI resources are now searchable in the resource library, making it easier to find assets to tell the story of wild Alaska seafood. This includes everything from fact sheets to recipe videos. The new website also offers the ability for more timely reporting and viewing of ASMI activities in places like the industry page and news links. The "What's New" content from the old alaskaseafood.org homepage can be found quickly on the industry page, with upcoming events, announcements, publications and new resources all in one place.

ASMI Media Library

The communications program has added hundreds of photos and videos to the [ASMI Media Library](http://netx.alaskaseafood.org), which are available for fishermen, fleet and industry use at netx.alaskaseafood.org. The program has focused on developing and acquiring assets that are of most need to the industry, based on identified gaps, marketing needs and style. This year, there have been over 320 new user accounts approved for the NetX media library, and over 17,000 downloads in the last 12 months. Communications continues to manage and improve this tool for industry use.

ASMI 40th Anniversary

The ASMI communications program, with creative leadership by Rising Tide Communications, is developing materials and activities to commemorate the 40th anniversary of the Alaska Seafood Marketing Institute in the FY22 fiscal year. Activities will be designed to show appreciation of industry support and recognize ASMI contributions in the four decades since its inception. A custom build cookbook, with a foreword and interviews with veteran ASMI stakeholders will be published in winter 2021. Stickers bearing the commemorative 40th anniversary logo will be distributed at ASMI events.



Alaska Sea Grant Direct Marketers Meeting (December 2020)

ASMI Communications Director Ashley Heimbigner joined Alaska Sea Grant on Dec. 4 as a presenter for their fall course, “Introduction to Starting and Operating a Seafood Direct Marketing Business.” As a part of the multi-session course, Heimbigner provided a market update for Alaska seafood, discussed consumer trends and provided an overview of ASMI resources available to both established and new direct marketers.

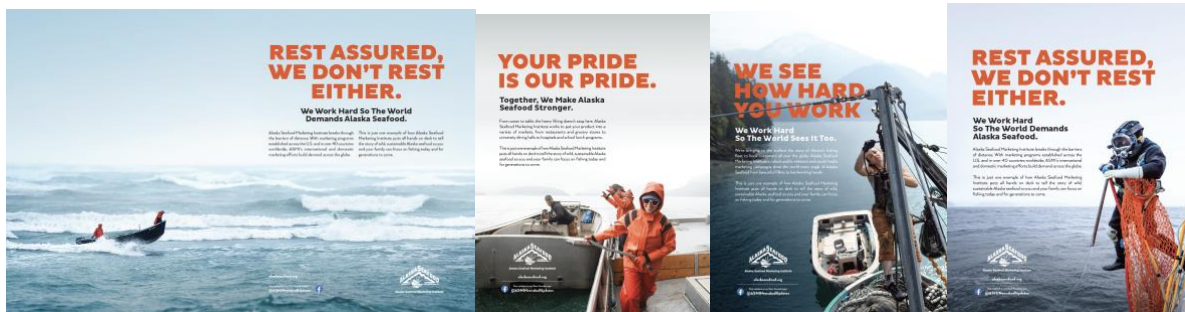
Direct Marketers Toolkit + Assets (January 2021)

Following a trend in consumer direct buying, the communications program surveyed direct marketers and created a direct marketer “toolkit,” which aims to help direct marketers leverage the Alaska Seafood brand, logo and ASMI resources. The communications program refreshed the Direct Marketer webpage at alaskaseafood.org, and added resources such as consumer research, the Alaska Seafood brand manual, recipe and nutrition info, and staff training materials. To encourage ongoing communication, the program also initiated a quarterly “toolkit” email, which rounds up ASMI’s most relevant resources and campaigns. Following the survey to learn direct marketer needs, the communications program also developed a “thank you” card to add to customer purchases, and a “keep frozen” sticker for shipments. The materials are available to order online.



New Trade Ads (March 2021)

ASMI added four new ads to its long-running trade ads with captivating new photography, further showcasing a different aspect of ASMI’s role in promoting the value of Alaska seafood. The ads will rotate through various trade publications, including Fishermen’s News, National Fisherman and Pacific Fishing.



ASMI Sponsors 2021 Alaska Fisheries Society - Alaska Chapter Conference (March 2021)

Communications sponsored the Alaska Fisheries Society’s annual conference to support the important discussion and scientific research conducted by its members. The [virtual conference](#) was held March 22-25, 2021.

Kodiak ComFish (March 2021)

ASMI hosted a booth at ComFish, put on virtually by the Kodiak Chamber of Commerce. Communications Coordinator Arianna Elnes presented with McKinley Research Group on the market challenges and opportunities for Alaska seafood. A recording of the presentation can be found [here](#).

Photo Contest (April 2021)

The annual Commercial Fishing Photo Contest launched in March and accepted entries through April 30, 2021. This year’s contest included eight categories with classics such as “Best Boat,” “Best Action” and “Best Scenic,” as well as a couple of new categories including “Alaska Lifestyle,” to capture Alaska life both on and off the boat. The photo contest aims to add compelling imagery to the ASMI media library while engaging the fleet.



Juneau Maritime Festival (June 2021)

ASMI sponsored the Juneau Maritime Festival, held on June 19. The festival celebrates the importance of Juneau’s rich maritime culture, history, and commerce with thousands of attendees, and ASMI’s logo was included prominently on event materials and promotions.

Wheel Watch - Volume 6 (June 2021)

The sixth edition of Wheel Watch, ASMI’S annual newsletter about major highlights and accomplishments, was mailed to over 15,000 members of Alaska’s commercial fishing fleet and industry.



State of the Science Symposium (September 2021)

ASMI was proud to sponsor the fifth annual forum for global leaders in human nutrition to outline the latest consensus on all aspects of seafood nutrition.

Pacific Marine Expo (November 2021)

Held virtually last year, ASMI is looking forward to reconnecting with industry at this year’s Pacific Marine Expo, Nov. 18-20. ASMI will again sponsor the Alaska Hall and hold a booth which includes new resources, materials and contact information.

Seafood Information Services

A variety of market updates are produced for ASMI by McKinley Research Group, including weekly Alaska salmon harvest updates, and species-specific outlook and summary reports ahead of the season. These updates are shared on the ASMI website and communication channels.

Suppliers Directory

Communications has provided significant support to the International program in reshaping the Suppliers Directory with industry input into a dynamic Alaska Seafood Marketplace. The new marketplace allows trade and consumer buyers to find the Alaska seafood they are looking for, and to connect directly with suppliers. The new Alaska Seafood Marketplace will launch at the end of 2021.

ASMI News and Updates Facebook Page

ASMI continues to see strong growth and community participation on the ASMI News and Updates Facebook page with over 1,300 likes. [@ASMINewsAndUpdates](#) provides industry with relevant news, videos, resources, and communication of our work.

Alaska Fisherman Ambassador Program

With over 450 enrollees, the Fisherman Ambassador Program offers ASMI a qualified source of fishermen who – armed with messaging and promotional tools – are advocates of ASMI among the fleet. Emails to the Fishermen Ambassadors include topics such as the most recent social campaigns and shareable toolkits, CARES Act funding resources, COVID resources webpage, ASMI committee application reminder, direct marketer resources survey and toolkit, proactive messaging and talking points, quality harvest and handling video resources and more.

Symphony of Seafood

The communications program partnered with the domestic program to again sponsor the Alaska Fisheries Development Foundation Symphony of Seafood. ASMI has long supported this competition, which is held for commercial-ready value-added products made from Alaska seafood. The platform encourages companies to invest in product development, helps promote new products and competitively positions Alaska seafood in national and global markets.

Postponed/Cancelled/Virtual Events

- Kodiak ComFish Booth Exhibition, Town Hall and Presentation - *Virtual*
- Bristol Bay Fish Expo, Town Hall and Presentation - *Cancelled*
- Petersburg Town Hall - *Postponed*

Audience: Government Leadership

Message: *An investment in ASMI supports the Alaska economy*

Legislative Outreach (January 2021)

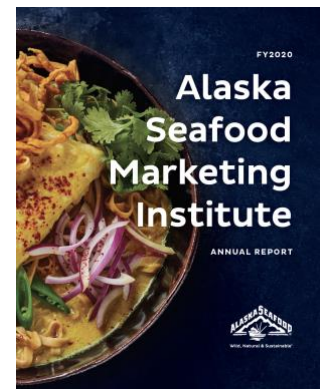
The communications program assists the ASMI executive director with legislative outreach both during legislative session and the interim. The communications team sent welcome letters to new members of the Alaska Legislature in 2021, informing them of ASMI's mission and resources available, specifically as they related to pandemic impacts on Alaska's seafood industry. The communications program also supported the executive director through the drafting of presentation and support materials for requested testimony and letters of support.

Presentation to Alaska Legislature: Alaska Seafood Economic Value (February 2021)

ASMI Executive Director Jeremy Woodrow presented an update to the Senate Finance Committee which included a brief overview about ASMI, the economic value of the Alaska seafood industry and the return on investment for Alaskans in the context of the many changes, challenges and opportunities presented by the pandemic.

FY2020 ASMI Annual Report (April 2021)

The FY2020 annual report was published in April 2021. This year's report features a vertical layout optimized for [online viewing](#) and a more brand-aligned design. The report covers challenges and opportunities facing ASMI and the Alaska seafood industry, highlights ASMI marketing activities, and provides a year-end review of ASMI finances. The report is available online and print copies can be mailed upon request.



COVID-19 Impact Reports (August 2020 - July 2021)

Beginning in August of 2020, ASMI contracted with McKinley Research Group to produce regular [COVID-19 impact reports](#) detailing the depth and breadth of the ongoing impacts of the global pandemic to Alaska's seafood industry. The near-monthly updates are available at alaskaseafood.org/covid19. An additional two-page briefing paper highlighting these impacts was also published in February 2021 and distributed to the Alaska legislature.

COVID-19 Impacts Seafood Industry Study (April 2021)

As part of ongoing efforts to track and report on the impacts of the pandemic to Alaska's seafood industry, ASMI commissioned McKinley Research Group to conduct a [survey](#) examining the impacts of the pandemic on Alaska's harvesting and processing sectors. Each report details the impacts of the global pandemic in terms of additional operating and COVID-19 mitigation costs, relief payments, employment and production impacts on both harvesters and processors. The estimated cost of COVID-19 mitigation for the Alaska seafood processing industry alone was approximately \$70 million in 2020.

LA + AK Seafood Event Support (June 2021)

ASMI supported a dinner held by the delegation from Louisiana to Alaska to support domestic fishermen and the seafood industry amid the pandemic. The event brought lieutenant governors from Louisiana and Alaska together to promote the importance of domestic seafood, and discuss partnerships between the states' shared industries. This collaborative event resulted in media coverage for both states' seafood industries.

Alaska Municipal League Local Governance Conference (November 2021)

The communications program sponsored the Alaska Municipal League Local Governance Conference, held Nov. 15-19. The event brings together more than 400 local municipal officials, including mayors, borough assembly and city council members, municipal managers, administrators, attorneys and other appointed officials and municipal staff. Many state and federal officials attend, alongside Alaska's business leaders and community organizations.

ASMI Economic Impact Report (December 2021)

The report is updated every other year by McKinley Research Group for ASMI, detailing the local, state and economic impact of Alaska's seafood industry. The next update will be completed in December 2021. The previous report can be found [here](#).



Audience: Alaskans

Message: *Alaska's seafood industry is an essential part of Alaska's economy.*

Pro Start Product Support (May 2021)

The communications program sent product to the Alaska Pro Start program, which trains the young and budding Alaska workforce in the hospitality industry. After learning how to cook with Alaska cod, pollock and salmon, the young Alaskans were able to take home and prepare the Alaska seafood for their families around the state.

Alaska State Fair Cooking Competition (August 2021)

In August 2021, the communications program coordinated the procurement of Alaska pollock, rockfish and keta salmon for the Alaska State Fair Cooking Competition, as part of a Pacific Seafood Processors Association sponsorship. The fish was fed a crowd of 2,000 hungry state fair attendees, who sampled creations from three competing chefs.

Other Alaska Activities

While budget and timing do not allow for many specific tactics directed at Alaskans, a number of activities already included in the communications program reach and convey key messages to Alaskans.

- Annual celebration of Alaska Wild Salmon Day (August)
- Six Alaska Seafood videos displayed at the Ted Stevens Anchorage International Airport
- Representation at Alaska Federation of Natives Convention
- Sponsorship of events around Alaska (e.g. Juneau Maritime Festival, Young Fishermen's Summit, etc.)
- Sponsorship and promotion of Symphony of Seafood
- Presentation and sponsorship at Southeast Conference
- Presentation at regional professional associations including the American Marketing Association and Anchorage Chamber of Commerce
- Presentation and sponsorship of Southwest Alaska Municipal Conference
- ATIA Annual Conference Presentation (*postponed to January 2022*)

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

Producing content to be used across all programs

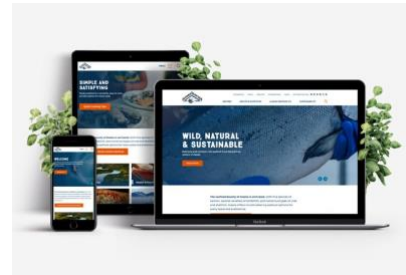
ASMI Brand Manual (January 2021)

In collaboration with all ASMI programs, communications led the development and production of the comprehensive Alaska Seafood Brand Manual detailing the bedrock visual elements that comprise the iconic Alaska Seafood brand. The manual details fonts, colors, language, imagery guidance and includes a slightly modernized logo.



ASMI Website Launch (August 2021)

The communications program, and specifically ASMI's Digital Marketing Manager Tanna Peters led the collaboration across all ASMI programs and contractors to rebuild the platform and refine content and user experience across both ASMI websites (alaskaseafood.org and wildalaskaseafood.com). The resulting new website critically improved functionality, performance, effectiveness in support of the Alaska Seafood brand and delivers maximum value to the Alaska seafood industry.



NetX Online Media Library Management

ASMI overhauled the Media Library with a new digital asset management system at <https://netx.alaskaseafood.org>. ASMI continues to survey industry users to improve usability and expand access to relevant assets.

New Photo and Video Asset Development, Acquisition

The communications program continues to lead a multi-year photo and video asset development project, which began in the winter of 2020. Executed in partnership with all ASMI marketing programs and with input and guidance from key industry members, key deliverables will include a series of 20+ videos highlighting the Alaska Seafood brand, sustainability and product portfolio with corresponding high res photos. To date, the communications program has produced video and photo shoots in Kodiak, Juneau, Haines and Sand Point to gather photos and videos and has completed videos highlighting Alaska pollock, crab, sockeye salmon, pink salmon and halibut.

Asset Development: Fishing, Casual Foodservice and Lifestyle Assets (October 2020)

In October 2020, the communications program held a video and photo shoot in Juneau. The photo shoot encompassed processing, a fishing family cooking and eating seafood on the beach, a family cooking and eating seafood at home, and friends feasting on Alaska seafood at a restaurant. The species included in the footage were Alaska pollock, sea cucumber, spot prawns, halibut and sablefish, king, snow and Dungeness crab, pink, coho and sockeye salmon.

Asset Development: High-end Foodservice, Lifestyle, and Sustainability (May 2021)

In May, the communications program held a second, six-day video and photo shoot in Juneau, featuring multiple settings, styles and species. The footage included a family grilling together outside, a date night, a family cooking together, and an Alaska Indigenous multi-generational fishing family. The species featured were Alaska halibut, coho, keta and king salmon, sole, rockfish and Pacific cod.

Asset Development: Generations of Sustainability, Community Support in Haines (May 2021)

The film crew flew to Haines in May for a one-day on location photo and video shoot, capturing images and stories from commercial fisherman and former Alaska Representative Bill Thomas and his son, as well as scenics and aerial footage of the Haines Packing Co. Footage included multi generational fishing, independent businesses supported by the Alaska seafood industry, smoking seafood, health and fitness lifestyle, and the natural beauty of Alaska.

Asset Development: In-Studio Parchment Replacement Series (July 2021)

To refresh ASMI's series of parchment photos, the communications program photographed a series of sides and fillets on solid backgrounds at a studio in Seattle. The photos are especially intended for the Alaska trade industry to display and describe their products and will be available soon on the ASMI media library.

Asset Development: Sockeye Gillnetting Footage in Naknek (July 2021)

The communications program coordinated a video shoot in Naknek, Alaska in July. Channel Films sent a videographer and photographer to Naknek, and worked with ASMI committee member and Bristol Bay fisherman Melanie Brown to capture footage on board her boat.

Asset Development: Wild Alaska Pollock Trawling Footage in Sand Point (September 2021)

The communications program coordinated a video shoot in Sand Point. With ASMI committee member Bob Barnett as an on the ground point of contact, Channel Films sent a videographer on a small trawler and captured video of the historically difficult fishery to capture due to the long fishing trips and remote location.

Asset Development: Family Gillnetting Footage in Southeast (September 2021)

The communications program coordinated a video shoot in Juneau featuring a family fishing operation. The video shoot captured gillnetting of coho salmon by a father and son, a high quality icing and bleeding process and a plant offload.

Asset Development: Alaska Species Graphics Design

Over the course of the year, the communications program has been working with Channel Films to create graphics of Alaska pollock, halibut, sablefish, sole, rockfish, Pacific cod, king crab, snow crab, Dungeness and salmon. The graphics will be used across ASMI, particularly in educational videos and materials, and will be made available for industry use.

Asset Development: Alaska Species Videos

Using the video footage captured over the past two years, the communications program has worked with Channel Films to create video species bios for Alaska pollock, halibut, crab, pink, coho and sockeye salmon as part of an ongoing series.

Serving as ASMI's spokesperson

Crisis Manual Development (March 2021)

ASMI worked with Edelman's in-house crisis response team to analyze known risk areas for ASMI and the Alaska seafood industry, develop a comprehensive and contemporary crisis response manual and several crisis scenario playbooks to serve as a robust framework for analysis, decision-making and response protocols as issues arise. All ASMI programs and several committee and board members participated in the process to create robust tools to support quick responses and establish ASMI's role in a given crisis.

Supervises Crisis Monitoring and Messaging

COVID-19 Food Safety Facts and Resources for Industry, Consumers (Ongoing)

ASMI assembled a webpage with resources from public health and industry experts regarding food safety and Alaska seafood for use as a basis for communication with external stakeholders. ASMI continues to monitor the situation and will update the site with additional information and resources as available.

ASMI continues to combat misinformation by working with relevant agencies to monitor scientific advances regarding the spread of the coronavirus and share the most up-to-date resources, including ASMI's statement on this topic on our "Facts about Food Safety and COVID-19" page at alaskaseafood.org.

ASMI Statement: Global Food Safety Experts Affirm Food is Safe, No Evidence COVID-19 is Transmitted through Food (September 2020, updated February 2021)

ASMI posted a statement to affirm that there is no evidence that the virus that causes COVID-19 is transmitted through food, food containers, or food packaging. This statement was in response to [global headlines](#) sharing misleading preliminary research regarding seafood and the transmission of the virus that causes COVID-19.

'Seaspiracy' Industry and Consumer Response (April 2021)

ASMI produced talking points asserting the sustainability of Alaska seafood in response to misinformation stemming from the "Seaspiracy" show on Netflix. These included talking points for consumer and direct marketers. To address potential concerns from domestic consumers, the team created a webpage titled "Full Transparen-sea" and a long form social media post outlining Alaska's sustainability story to complement shorter-form sustainability messaging and media pitching. This social post launched an

ongoing sustainability series directed at consumers to answer their demand for more in-depth information about the origin of their food. Communications also produced an online response kit detailing additional efforts and resources aimed at promoting the sustainability of Alaska seafood.