

TO: ASMI Communications Committee
FROM: ASMI Communications Director Greg Smith
DATE: September 4, 2025
SUBJECT: ASMI Communications Subcommittees

Communications Subcommittees Purpose:

- To provide feedback, strategic direction and insights to ASMI staff and contractors on key program focus areas while efficiently using staff time and resources.

Note: A subcommittee of three or fewer members can meet with no public notice and reporting requirements, reducing staff workload.

General Engagement Framework:

- Subcommittees or their individual members will be engaged on an ad-hoc basis depending on the needs of ASMI staff and contractors.

Subcommittee membership and upcoming possible topics:

Crisis Communications

- Nicole Kimball
- Cassandra Squibb
- Christa Hoover
- Possible near-term anticipated efforts: standing by for as-needed crisis communications support.

Fishermen/Fleet/Industry Communications

- Tracy Welch
- Julianne Curry
- Shannon Ford Ward
- Possible near-term anticipated efforts: Review of FY26 harvester engagement plan in mid to late September.

Sustainability/Alaska Seafood Storytelling

- Rachel Kallander
- Jessie Keplinger
- Everette Anderson
- Possible near-term anticipated efforts: Review and feedback of sustainability storytelling ideas.