

**DATE:** July 22, 2013

**TO:** ASMI Board of Directors & Committee Members

**FROM:** Tyson Fick, Communications Director

**RE:** Communications Program Activity Highlights, Nov 2012 – August 2013

**Alaska Seafood Economic Impact Report** – ASMI Communications commissioned the McDowell Group to study and publish a report on the total economic value of Alaska Seafood including harvesting, processing and support sectors in Alaska, Oregon, and Washington. The report will be available at press events in Anchorage and Seattle in late August. A draft is available in the board packets.

**Alaska Media Tour** – ASMI communications is hosting a boat-based tour for food writers and chefs that is focused on sustainability and telling the sea-to-table story of Alaska Seafood. Two different groups of guests will meet with fishermen of all gear types and biologists in charge of managing the resource over the first week of August.

**Local Seafood Events** – ASMI communications has sponsored and distributed info at several events around the state since the May board meeting including the Juneau Maritime Festival, Sitka Seafood Festival, Fishtival, Oysterfest, Salmon Daze, the Alaska BBQ Championships and several others.

**Walmart** – I spent a lot of time the last couple of weeks talking with reporters, Alaska state officials, and fishermen about the situation with Walmart and MSC salmon. Support for ASMI's position, state management, and the RFM program remain strong in-state.

**Photo Projects** – We currently have a photographer shooting aboard a salmon seine boat in Prince William Sound, one in Emmonak August 7-14, and another doing a "faces of the fleet" portrait project in the middle of August in various villages in western Alaska and southeast.

**Alaska Seafood 2013-** Produced report on ASMI's performance for distribution to the Governor, members of the Alaska State Legislature, policy makers, and members of the seafood industry. This report has also caught on with seafood marketing groups forming around the country and in Canada. The report is available in print and digital versions as well as posted on the ASMI website in the Press section.



Click here to view: [http://ebooks.alaskaseafood.org/ASMI\\_annual\\_report\\_2013\\_draft4/#/1/](http://ebooks.alaskaseafood.org/ASMI_annual_report_2013_draft4/#/1/)



**SEAFOOD INDUSTRY SNAPSHOT**

The seafood industry brings over \$100 million in tax revenue to state and local governments.

**A DIVERSE PORTFOLIO**

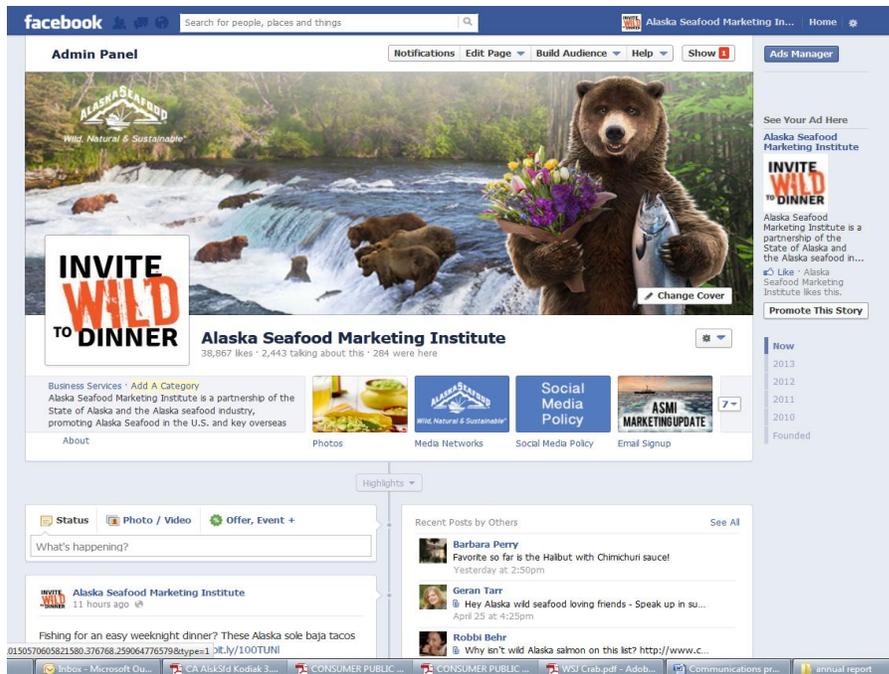
Alaska's seafood portfolio is valuable and full of variety, including:

- Five species of wild Pacific salmon
- shellfish, including shrimp, king crab, Dungeness crab, snow crab, scallops, geoducks
- Pacific halibut and black cod (sabafish)
- Alaska pollock and Pacific cod
- other whitefish varieties managed as "groundfish" (rockfish, sole, flounder)



**Social Media** – Increased facebook fan base from 40,000 to nearly 50,000. Increased fan engagement and increased fan base have made the time spent on monitoring and customer service more important. Special care is made to coordinate with domestic advertising and PR efforts such as Top Chef. Through communication on the page, we answered a number of questions from consumers on a variety of topics including radiation safety, country of origin labels, sustainability, bycatch and how to properly cook king crab legs received for Christmas.

Click here to join the facebook community: <http://www.facebook.com/alaskaseafood>

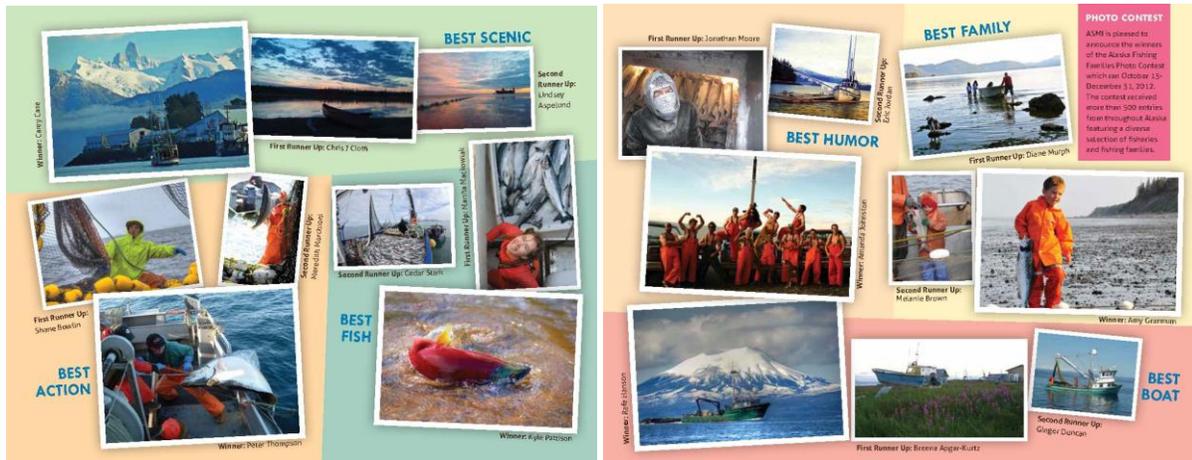


**Media Relations** – ASMI had a number of opportunities for press coverage in publications and broadcasts around the state and nationally. Print hits included placement in the Anchorage Daily News, Alaska Magazine, Alaska Journal of Commerce, Alaska Business Monthly, and the current issue of the Alaska Airlines Magazine. The relationships established with the production team responsible for Top Chef in Juneau this summer have resulted in Alaska seafood products being used in upcoming episodes of the Top Chef Masters series that begins May 22<sup>nd</sup> of this year.



## Seafood Industry Activities and Events, Outreach

**Alaska Fishing Families Photo Contest** – Collaborated with International to host an Alaska Fishing Families Photo Contest. Through the effort, ASMI received over 500 entries, several of which were very high quality and all have unlimited usage rights as spelled out in the photo contest rules.



**Pacific Marine Expo Nov 27-29, Seattle, Washington**-ASMI had a booth at the Expo where ASMI marketing and educational materials were showcased and shared with the visitors. This year the Expo overlapped dates of the All Hands Board Meeting. Future coordinated timing and location of the board meeting will offer more opportunities to reach out to fishermen in Seattle and those who visit to attend the show.

**Alaska Symphony of Seafood** – For the 20<sup>th</sup> consecutive year, ASMI supported the Alaska Fisheries Development Foundation event to encourage new product development. Winners will have space to exhibit their winning entries at the International Boston Seafood Show.

**UFA Board Meeting, February 19-21, 2013** – Communications Director spoke with the UFA board in Juneau about a number of topics including seeking suggestions for improving communications with Alaska fishermen around the state.

**Go Wild Alaska Style, March 11, 2013** at the Seaport Hotel in Boston during the Seafood Expo. This year the Alaska party was again the most sought after ticket at the show.

**ComFish Kodiak, April 12-14, 2013** – ASMI had a booth at the show and handed out materials and branded items at this annual conference.

**Advertising and Underwriting** - Fish Radio Alaska (written and produced by Laine Welch; printed pieces also carried on seafood.com, material also incorporated into Welch's columns in Alaska newspapers), Alaska Fisheries Report (carried on public stations reaching many small Alaska communities, Anchorage and Juneau), *National Fisherman*, *Pacific Fishing*, *Alaska Journal of Commerce*, *Coastal Journal*, *Alaska Business Monthly*

**National Fisherman “Northern Lights” columns** - ASMI and Alaska seafood industry leaders nurtured the creation of this column as a national forum for Alaska seafood industry voices and issues. ASMI communications staff coordinates the submissions.

**Seafood Marketing Information Service (SMIS) McDowell Group-** Communications Program works very closely with the McDowell Group to vet any economic queries from the press, industry members and customers regarding Alaska seafood.

### **Alaska Activities, Events and Outreach**

**Alaska Marine Gala**, February 16, 2013 – ASMI was among the headline sponsors of this 600 person event held in Anchorage to raise funds for the Alaska SeaLife Center in Seward.

**Experience Alaska**, New York Media Event, March 6, 2013 – ASMI co-sponsored and participated in this Alaska tourism marketing coordinated event for New York based travel and food writers and editors.

**Anchorage Sportsman Show**, March 28-March 31st, 2013.

**Conference and Event Sponsorships** – Association of Village Council Presidents, Bristol Bay Native Corporation, Southwest Municipal Conference, Southeast Conference, Alaska Municipal League, Alaska Chamber of Commerce, University of Alaska Fairbanks Chef School scholarship fundraiser dinner, ASMI sponsored a number of events and conferences, including the Pro Start high school chef competition, Juneau Maritime Festival, and many more.

**Lending library of framed ASMI art** – made framed posters available to Alaska public officials; had latest ASMI posters added to library

**ASMI Image Library** – negotiated photo use rights and coordinated photo shoots of fishing for Bering Sea cod, Bering Sea pollock, Gulf of Alaska cod, and halibut as well as nature photography, bears and sockeye salmon. Following is a sample of the new images acquired.

