DATE: October 18, 2013  
TO:  ASMI Board of Directors & Committee Members  
FROM:  Tyson Fick, Communications Director  
RE:  Communications Program Activity Highlights, November 2012 – November 2013


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

Sponsored Events – ASMI communications has sponsored and distributed info at several events around the state this year including the Juneau Maritime Festival, Sitka Seafood Festival, Fishtival, Oysterfest, Salmon Daze, March of Dimes celebrity chef event, Council of State Governments Alaska
Reception, AWAIC fundraiser, Bartlett Regional Hospital Foundation, Resource Development Council, Alaska State Chamber of Commerce, the Alaska BBQ Championships and several others.

**Walmart** – Walmart, salmon and the MSC was by far the dominant topic this summer in all of my talking with reporters, Alaska state officials, and fishermen. Support for ASMI’s position, state management, and the RFM program remain strong in-state. The level of press covering this story has elevated from being only in the seafood trade publications to being covered by the AP, Reuters, The Guardian, International Herald Tribune, Financial Times, Bloomberg and others.

**Photo Projects** – This summer we had a photographer shooting aboard a salmon seine boat in Prince William Sound, one in Emmonak late in the season, and another doing a “faces of the fleet” portrait project in the middle of August in various towns and villages in western and southeast Alaska.

**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/)
Social Media – Increased facebook fan base from 30,000 to nearly 60,000 in one year. 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. As the number of fans has grown, the page maintenance and monitoring needs have grown substantially as well.

Click here to join the Facebook community: http://www.facebook.com/alaskaseafood
In addition to Facebook, ASMI has a social media presence on Twitter, Pinterest, You Tube and Instagram.


The relationships established with the production team responsible for Top Chef in Juneau last summer have resulted in Alaska seafood products being used and called out in episodes of Master Chef that aired this summer on Fox which was responsible for a very large amount of the $65,000,000 in media value reported by the communications program.

**Alaska State Legislature** - The Communications Director is the point person for all things bill or ASMI budget related. This can be a major part of everyday during the legislative session, which runs approximately the middle of January to the middle of April. were a total of 32 individual legislative office visits this year as well as an ASMI overview presentation to the House Economic Development, Trade, and Tourism Committee that was rebroadcast on Gavel to Gavel several times over the few days following the presentation. September 23-October 4th ASMI Board Chairman, Kevin Adams and the Communications Director hosted a trade mission group of Alaska senators to visit seafood processors and events in France, Portugal, and Spain.
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 20th 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.

North Pacific Fisheries Management Council, June 5, 2013 – Presented at the opening of the council meeting in Juneau and discussed the range of Alaska seafood and the importance of the work being done at the council as it relates to eco-labels.
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.


Oklahoma University Marketing Class, April 25th, 2013. Travelled to Norman, Oklahoma to judge the final projects for a capstone marketing class that used Alaska Seafood as their client in a marketing project. 5 groups each provided market surveys, focus groups, and in-store research which were then incorporated in comprehensive marketing plans for Alaska Seafood products in the United States.

Austin Food and Wine Festival, April 26-28, 2013 – Joined the ASMI Retail team in Austin for the Food and Wine Festival.  Handed out ASMI materials and Alaska seafood samples to a long line of attendees while working with the Retail team first hand at an event helped with coordinating messaging and communications with promotions and program activities.

Great Alaska Seafood Cook-Off, May 8th, 20134, Anchorage- ASMI Communications organized the second annual Great Alaska Seafood Cook-Off at the Alaska Railroad train station at the Ted Stevens International Airport. This year’s winner was chef Kevin Lane from
Chinooks Waterfront in Seward Alaska. Chef Lane went on to compete at the Great American Seafood Cook Off in New Orleans, Louisiana.

**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.

**Alaska SeaLife Center Display** – Sponsored the creation and installation of a sustainable commercial fishing video game that was unveiled on World Oceans Day June, 8th. Each year approximately 170,000 people visit the Alaska Sealive Center each summer.

**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 salmon, Bering Sea cod, Bering Sea pollock, Gulf of Alaska cod, Norton Sound king crab, as well as nature photography, bears and sockeye salmon. Following is a sample of the new images acquired.