
SEAFOOD SUSTAINS ALASKA CAMPAIGN

CAMPAIGN LAUNCH TOOLKIT



SEAFOOD SUSTAINS ALASKA

JANUARY 2023



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SEAFOOD SUSTAINS ALASKA OVERVIEW

Alaskans are proud of the world-renowned seafood that comes from our state's waters. We feel pride when we see the Alaska Seafood brand on menus and in the marketplace, knowing that it is the highest quality and represents hard work and the place we love to call home.

This year, we are highlighting the value that the commercial seafood industry brings to Alaska, and the many ways Alaskans across the state are more connected to the industry than we may realize.

You'll find key messaging that supports the overall campaign theme, **Seafood Sustains Alaska**, as well as a deeper dive into specific themes, beginning with how **Seafood Sustains Alaska's Economy**. Fishermen and processors aren't alone in their reliance on and connection to the sector. The commercial fishing industry supports thousands of small Alaskan businesses and industries, from welders and upholsterers, grocers and retailers, bankers, insurance agents, scientists, shipping experts, and more.

The following materials share a few of the tangible ways Alaska seafood supports and sustains communities across the state and helps make Alaska a vibrant and thriving place to call home. We invite you to use these materials to help share your own stories about how Alaska seafood sustains your family, your business and your community.



TIMELINE AND DIRECTIONS

Beginning Tuesday, January 24, 2023, we welcome you to utilize the assets from this [campaign toolkit](#).
(An ASMI Media Library account is required. Click here to [register for an account](#)).

You can share these materials by posting on your company, organization and personal social media channels; including them in your email newsletter or presentations; or when corresponding with your employees, industry partners or Alaska customers.

We also hope these materials will inspire you and your colleagues to share your own personal stories, photos and videos communicating how Alaska seafood sustains your family, your business and your community.



SUPPORT

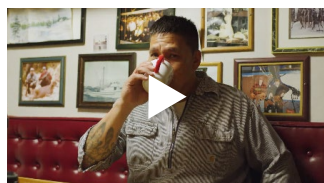
If posting on social media, please use the hashtag [#seafoodsustainsalaska](#).

Please get in touch with aheimbigner@alaskaseafood.org if you have any questions!



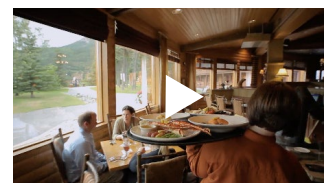
CAMPAIGN TOOLKIT

Review the [Seafood Sustains Alaska campaign toolkit](#) online in NetX



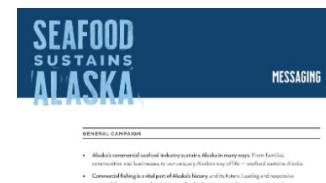
30S VIDEO

Share the [30-second video](#), “Seafood Sustains Alaska’s Economy.”



15S VIDEO

Are you interested in a shorter clip? Share the [15-second version](#). These also make great website content!



MESSAGING

Read and download the [“How Seafood Supports Alaska”](#) document and learn more about the messaging. Use this to make your own social, blog or web posts



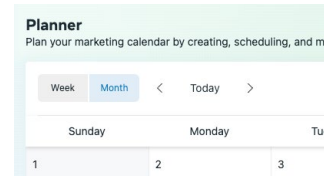
SOCIAL MEDIA GUIDE

Download the [social graphics](#), the [social graphic captions](#) and the [Facebook header](#)



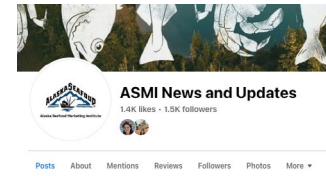
EMAIL SIGNATURE

Add the [email signature graphic](#) to your email



PLAN

Create a plan for when and how you’ll publish your posts using the campaign’s assets.



FOLLOW FOR UPDATES

Follow and share Seafood Sustains Alaska posts to your channel from [@ASMINewsandUpdates](#)



MESSAGING

Key Campaign messaging and talking points for the general campaign.

For more information about how Alaska's seafood industry supports Alaska, visit SeafoodSustainsAlaska.org

KEY CAMPAIGN

- Alaska's commercial seafood industry sustains Alaska in many ways. From families, communities and businesses, to our uniquely Alaskan way of life — seafood sustains Alaska.
- Commercial fishing is a vital part of Alaska's history, and its future. Leading and responsive sustainability practices and a thriving seafood industry support business sectors and communities across the state.
- Alaska's wild seafood and the people who harvest, process and serve it are a source of pride for all Alaskans.
- Alaska's commercial seafood industry participants are stewards of sustainability, supporting and protecting Alaska's fish resource in hopes of passing their livelihood down to future generations.
- The commercial seafood industry helps grow Alaska's economy by bringing new business and visitors into Alaska.
- Taxes paid by Alaska's commercial seafood industry help fund the research and management of all of Alaska's fisheries including sport, subsistence and personal use fisheries.
- From the service sector and hospitality, to tourism and shipping, Alaska's seafood industry adds value across Alaska's economy.
- There are so many reasons to be proud of the world class seafood produced right here at home. Look for the Alaska Seafood logo or Alaska origin on packaging, on the menu or at the seafood case to ensure you're getting wild and delicious seafood from Alaska.
- When you purchase commercially harvested Alaska seafood at a local restaurant, grocery store or farmers market you are supporting the tens of thousands of Alaskans in the fishing and connected industries, as well as the families and communities that rely on them.



MESSAGING

Economic Impact Campaign messaging and talking points for the campaign.

For more information about how Alaska's seafood industry supports Alaska, visit SeafoodSustainsAlaska.org

ECONOMIC IMPACT

- From Ketchikan to Kotzebue, the seafood industry puts Alaskans to work across the state.
- The seafood industry creates more jobs than any other non-government industry in Alaska.
- The seafood industry supports more family businesses than any other non-government industry in Alaska.
- Alaska's commercial seafood industry is the second largest basic sector creator of labor income in the state.
- Income earned in the commercial seafood industry is redistributed throughout Alaska. Redistribution includes money spent on housing, restaurants, attending concerts and events, employing skilled professionals, and recreational activities like snow machining and boating.
- Even Alaskans who don't work directly in the commercial seafood industry benefit from the support industries that grow around it; welders, mechanics, upholsterers, bankers, retailers, accountants and more community resources bolstered by fisheries. Servicing the seafood industry keeps costs low and provides long-term and year-round viability to these businesses.
- All Alaskans benefit from resource and service availability that comes from operating the commercial seafood industry year-round, including lower cost of shipping rates and fuel prices in many Alaska communities.



KEY GRAPHICS

Single and carousel social graphics from the key campaign section may be posted with any of the campaign captions on the following page.

A carousel post contains more than one photo, which users can view by swiping left on a post while on a phone or click through using arrows on a desktop.

GRAPHIC OPTIONS



SINGLE LOGO-GREY



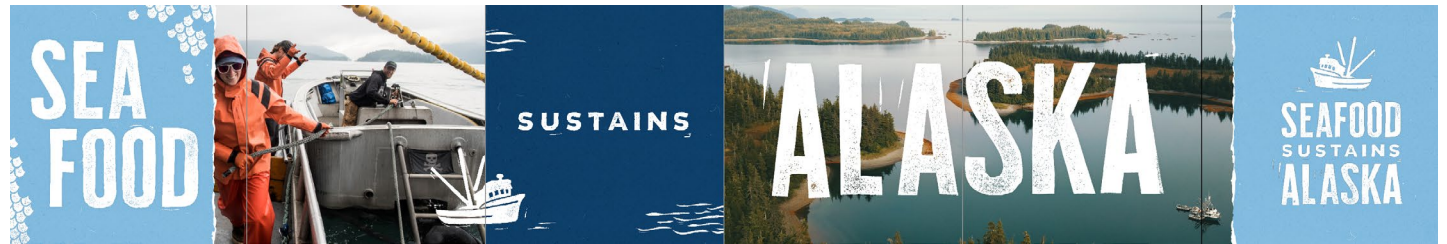
SINGLE LOGO-NAVY BLUE



SINGLE LOGO-MED BLUE



SINGLE LOGO-PHOTO



CAROUSEL 1



CAROUSEL 2



KEY CAPTIONS

Caption options may be paired with any of the provided key campaign graphics on the preceding page.

CAPTION 1

- From the families, communities and businesses that make up our state economy, to our uniquely Alaskan way of life – seafood sustains Alaska.

CAPTION 3

- Alaska’s commercial seafood industry benefits Alaska’s economy.

CAPTION 2

- Commercial fishing is a vital part of Alaska’s history and its future. Leading and responsive sustainability practices and a thriving seafood industry support our families, businesses and communities.

CAPTION 4

- The commercial seafood industry helps grow Alaska’s economy by bringing new businesses and visitors to the state and bolstering the many support industries (think retailers, welders, mechanics, accountants, shipping, etc.) that grow around it. Working with the seafood industry keeps costs low and provides long-term and year-round viability to these businesses.



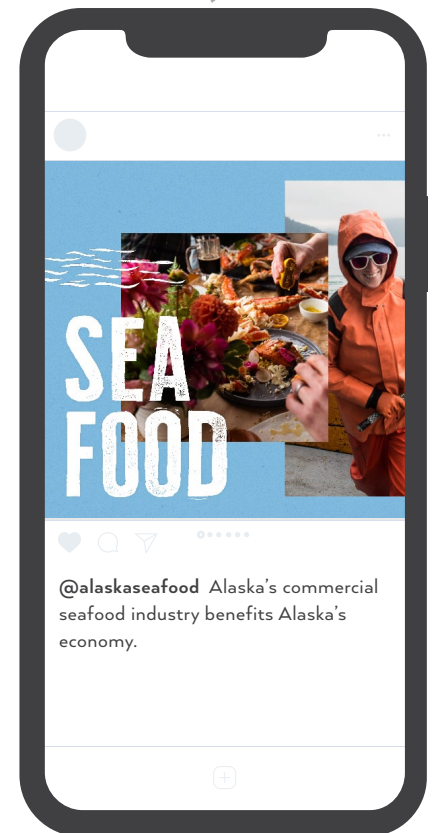
USAGE

Mix and match!

Single and carousel social graphics from the key campaign section may be paired and posted with any of the provided key campaign captions.

When using a carousel post, be sure to include the entirety of the graphics in their intended order—careful not to exclude or rearrange pieces. Avoid using individual pieces of a carousel post as standalone single graphics.

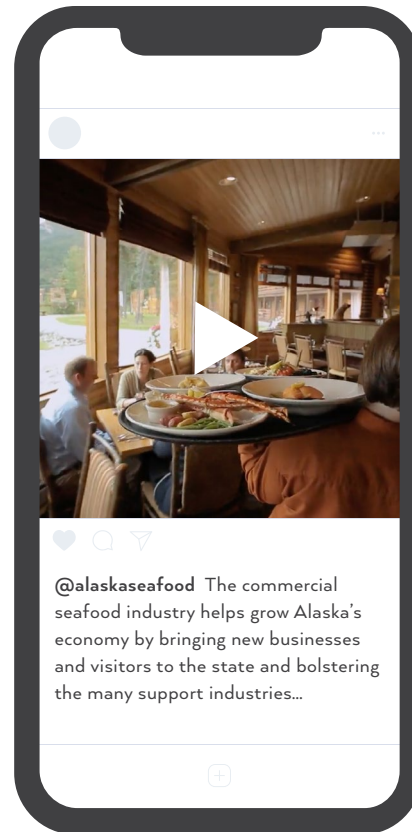
Please refer to the following series of example posts for additional guidance on usage.



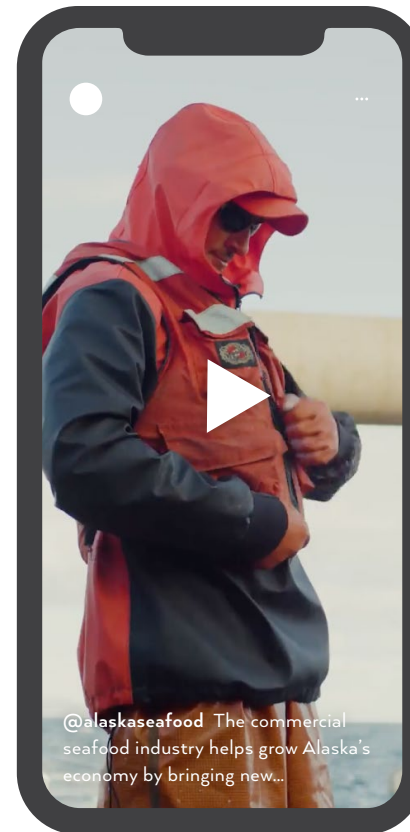
USAGE

Key campaign captions may also be paired with assets from Seafood Sustains Alaska's Economy section.

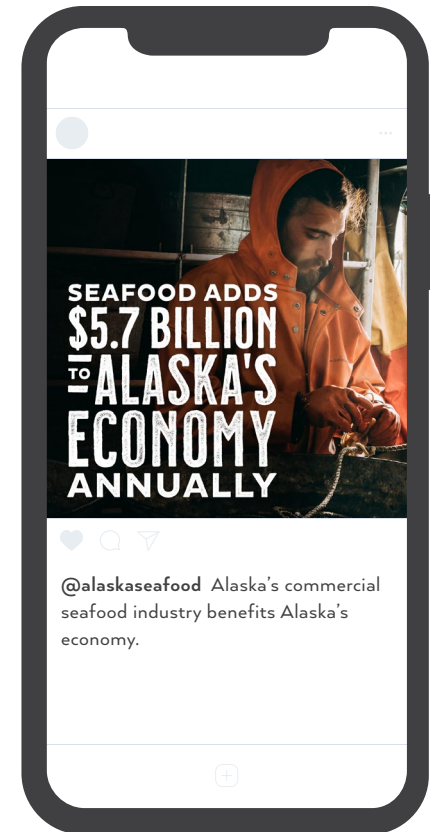
Please refer to the following series of example posts for additional guidance on usage.



SEAFOOD SUSTAINS ALASKA'S
ECONOMY VIDEO:
ECONOMIC DEVELOPMENT



SEAFOOD SUSTAINS ALASKA'S
ECONOMY VIDEO:
ECONOMIC DEVELOPMENT



SEAFOOD SUSTAINS ALASKA'S
ECONOMY GRAPHIC:
FACT NO. 1



FACT NO.1

GRAPHIC OPTIONS



ECONOMY-COLOR



ECONOMY-PHOTO

CAPTION OPTION 1

The commercial seafood industry helps anchor Alaska's economy.

- 62,000+ individuals
- 8,900+ vessels
- 160+ processing facilities (both shoreside and at-sea)
- 5+ billion pounds of seafood harvested
- \$4-\$5 billion annual product value
- \$120+ million coming back to Alaska communities from taxes and fees

These big numbers are made possible by all sorts of small businesses - from machinists, engineers, electricians, accountants, cooks and more.

In fact, communities across the state benefit from lowered cost of shipping rates and fuel prices, not to mention supplying jobs to many non-fishing professions like welders, mechanics, upholsterers, bankers, retailers, accountants and more.

It's not just Alaska: the entire country looks to the 49th state when it comes to U.S. seafood, since 2/3 of the nation's wild seafood harvest comes from here! (That's more than all other states in the U.S. combined, but who's counting). We're proud to add \$15+ billion to the U.S. economy each year and hope to do it for decades to come.

CAPTION OPTION 2

When we hear "Alaska commercial seafood industry," many will picture a crew hauling in nets on a boat out at sea. While that image may be accurate, it encompasses a tiny part of the seafood industry's overall economic impact on Alaska. The seafood harvested from our waters and passed through our docks is valued at \$4-\$5 billion each year, and adds \$5.7 billion to Alaska's economy yearly.

Here are some ways that Alaska's seafood industry benefit you:

- Keeps fuel and shipping costs low for every Alaska community.
- Supports more than 40 occupations. Think: machinists, engineers, electricians, cooks. Don't forget the second-tier industries that help get our seafood to the world: welders, mechanics, upholsterers, bankers, retailers, accountants and more.
- The pride of Alaska. Alaska seafood is known around the world as a premium product from a premium place, thanks to the care and cooperation of thousands of workers across dozens of sectors.
- Our rubber-gloved deckhands are perhaps our most recognized workers, but your Alaskan neighbors and friends are also the ones to keep our industry - and in turn, our state's economy - afloat.



FACT NO.2

GRAPHIC OPTIONS



EMPLOYER-COLOR



EMPLOYER-PHOTO

CAPTION

Every Alaskan life is impacted in some way by the commercial seafood industry. How?

- First, there are the obvious ways. Seafood provides jobs for 62,000 people - more than any other industry in Alaska. A majority of the skippers, active permit owners, and crew are Alaska residents. Many participate in multiple fisheries, making it a full-time career. Others fish to supplement income from other jobs, or work as crew for friends and family.
- The industry also creates 10,500 “secondary jobs.” This group includes seafood-adjacent professions like welders, grocers, accountants and chefs.
- In many rural communities, the seafood industry is one of the largest employers, adding benefits like tax revenue, infrastructure and support services. This all makes a significant impact on day-to-day life for those communities.
- Then there are the less obvious benefits that amount to a major impact on our state. Income is redistributed throughout Alaska when industry workers spend their seafood-made money on things like housing, dining in restaurants, attending events, employing skilled professionals, and participating in recreational activities like snow machining and boating.



FACT NO.3

GRAPHIC OPTIONS



REGION-COLOR



REGION-PHOTO

CAPTION

The southcentral region is the hub for many industries and services in Alaska, including seafood.

Essential freight, supplies, fishery management meetings, and thousands of seafood industry workers come through Anchorage, and each piece of that puzzle has local economic benefits - even though there's not a major seafood port in the immediate region.

Economic activity from the seafood industry actually lowers the cost of utilities, shipping, fuel and local taxes for residents in many Alaska communities. How? The majority of Alaska's consumer freight is a one-way, northbound haul. Shipping seafood on southbound routes provides "backhaul" revenue for shippers, allowing for more competitive rates on northbound freight.

In addition to all this "hub" activity, over a third of Alaskan commercial fishermen live in Southcentral Alaska.

