FY20 Overview

In FY20, the communications program continued to focus on key program functions of messaging about Alaska Seafood to domestic consumers, and 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 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 (added Spring 2019)
- 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.
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 integrated across consumer and trade media, influencer, and social media (owned, earned and paid) channels and coordinated by ASMI’s PR agency, Edelman.

The FY21 integrated program is built around key insights into how COVID has changed our audiences’ attitudes toward food and seafood, and their interaction with traditional and digital media, while taking into account how the larger media landscape has changed. The program positions Alaska seafood as the ideal choice for new and existing seafood eaters and ensures audiences #AskForAlaska now and into the “new normal.”

Consumer and Domestic Media Relations
As 66% of consumers are cooking at home more frequently, 95% are spending more time on food sites, and 51% are turning to the media to earn trust in a brand, Edelman focused on securing earned placements across mainstream media featuring easy recipes and tips for preparing Alaska seafood. Simultaneously, the team conducted Domestic foodservice and trade media outreach to align Alaska seafood with industry changes.

• **COVID-19 pivot drove immediate results:** A focus on easy, healthy recipes drove a 153% YOY increase in earned media impressions during the peak of the coronavirus pandemic (comparing secured coverage from March-June 2020 to March-June 2019)
  o Stories emphasized frozen preparation techniques and canned Alaska salmon

• **Trade media success:** Secured more than 2.1M media impressions across foodservice and retail media (from October 2019-September 2020)

• **Broad reaching coverage:** Articles were placed across a variety of outlets to reach targeted audiences:
  o Existing seafood eaters: [ABC News], [Food Network], [Martha Stewart], etc.
  o New seafood eaters: [Bon Appétit], [MindBodyGreen], [Well + Good], etc.
  o Foodservice trade: [Flavor & The Menu], [Restaurant Business], [QSR], etc.
  o Retail trade: [Progressive Grocer], [Supermarket Perimeter], [Grocery Business], etc.

• **Increase in media impressions:** Earned media outreach since last All Hands resulted in more than 1.6 billion impressions, a 61% YOY increase. The publicity is equivalent to being on the cover of *The New York Times* every day for nine years.
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<thead>
<tr>
<th>Magazine</th>
<th>Article Title</th>
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<tr>
<td><strong>food network</strong></td>
<td>How to Cook Frozen Salmon Without Thawing It</td>
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<tr>
<td><strong>WELL + GOOD</strong></td>
<td>These Deliciously Healthy Crab Cakes Make the Perfect Easy-but-Fancy Dinner</td>
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<td><strong>bon appétit</strong></td>
<td>Where To Buy Fish Online</td>
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<td><strong>The Seattle Times</strong></td>
<td>Don't feel confident cooking fish (or even choosing a fillet)? Here are some tips to change that</td>
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<td><strong>PureWow</strong></td>
<td>8 Grilled Halibut Recipes That Practically Make Themselves</td>
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<td><strong>martha stewart</strong></td>
<td>The Smart Cook’s Guide to White Fish</td>
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<td><strong>Winsight</strong></td>
<td>Fresh Ways to Hook More Everyday Seafood Shoppers</td>
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<tr>
<td><strong>FSD Foodservice Director</strong></td>
<td>Sole Schnitzel with Browned Butter</td>
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**ASMI Social Media Channels**
As consumers were looking for culinary inspiration and caring about the source of their food more than ever, Edelman and ASMI shared culinary, sustainability and wellness content across social channels promoting the ease, versatility and benefits of cooking and eating Alaska seafood.

- **Increase in social media impressions and web traffic:** Owned social media channels since the last All Hands secured 250K engagements and 20M impressions, an 84% increase in impressions. Content drove more than 188K visits to wildalaskaseafood.com, a 146% YOY increase.

  - Boosted creative images and videos on Facebook and Instagram featuring Cook It Frozen! techniques to reach new and existing seafood eaters, **capturing the highest watch-time of the year.**

  - Conducted first-ever paid Pinterest campaign aimed at enticing users to click-through to ASMI recipes, **resulting in a click-through-rate that was 3x higher than benchmarks.**

  - Distributed a constant stream of content across ASMI’s Facebook, Instagram, Pinterest and Twitter channels, **including the highest-performing organic post of all time.** Optimized ongoing paid spending to regularly boost content to ensure Alaska seafood messages reach and resonate with target audiences.
**Influencers / Advocates**

A recent study shows that 40% of consumers are more likely to trust a brand that features an influencer they know and 39% of 25 to 34-year olds say their perception of brands is shaped by the influencers that endorse them. To build credibility and increase reach to new audiences, Edelman and ASMI built a network of Alaska Seafood Advocates to promote and share their affinity for Alaska seafood across social and media channels.

- **Influencers:** Partnered with culinary bloggers to develop recipes and images featuring all species of Alaska seafood.
  - Developed more than 150 pieces of content
  - Garnered 60K impressions
  - Drove 40K engagements

- **Registered Dieticians:** Developed relationships with a team of trusted health and nutrition experts to generate media coverage that shares Alaska seafood’s health/wellness story with consumers.
  - Resulted in 142M media impressions

- **Celebrity and Media Personalities:** Sent shipments of wild Alaska pollock, crab, halibut, salmon, cod, and sablefish to more than 30 reporters, chefs, RDs and influencers resulting in more than 400 social posts and additional media coverage. Recipients included:
  - Cat Cora
  - Martha Stewart
  - Tyler Florence
  - Bon Appetit
  - Food & Wine
  - Rachael Ray + Saveur

—

*Alaska Seafood Advocates*
Upcoming in FY21

Throughout FY21, Edelman and ASMI will continue to adapt to changing consumer preferences and trade landscapes throughout a year-long #AskForAlaska program showcasing all Alaska species while emphasizing frozen, fresh and canned. The program includes integrated campaign moments as well as always-on initiatives. Each campaign leverages earned media, influencer partnerships, owned social content and paid amplification to reach our target audiences.

- **Ongoing (happening now!): #SeafoodSunday Campaign** – a new mealtime tradition helping people enjoy more wild Alaska seafood together. Join the movement and download the [campaign toolkit](https://wildalaskaseafood.com) at wildalaskaseafood.com.

- **January-February: Wild Wellness Campaign** – a focus on immune supporting and the mental health and nutritional benefits of Alaska seafood leveraging culinary and RD ambassadors.

- **March-June: Sea to Table Campaign** – sharing stories from the industry one year after the start of the pandemic, providing transparency into the sea to table/traceability process and stressing the importance of wild and sustainable practices.

- **Always-On Consumer and Domestic Media Relations, Influencer & RD Relations, and Social Media Content** – creating a constant stream of earned, owned and paid coverage to build affinity and preference for seafood from Alaska among target audiences.

- **Experiences and Events** – As media experiences drive more than 50% of earned press coverage, pivot activations to accommodate to the current climate.
  - **Collaboration with master sushi chef Masa Takayama**: as an in-person dining event was cancelled last March due to COVID, ASMI plans to transition to a cost-effective takeout experience for select media that highlights the quality and sustainability of Alaska seafood. The caliber of Chef Masa and connection to sustainable seafood will help drive top-tier media involvement.
  - **Annual Familiarization (FAM) tour to Alaska**: pending travel and safety measures, ASMI will host the annual Alaska experience either in-person or through a virtual setting, with the possibility of postponing another year and repurposing funds for digital opportunities.
  - **Great American Seafood Cookoff**: The August 2020 event was cancelled due to COVID-19 and will likely pivot to a new format in 2021.

- **Crisis and Issues Support** – When issues arise, it is essential to act quickly and ensure that not only is Alaska Seafood accurately portrayed, but ASMI constituents are up to speed on protocols and messaging.
o Collaborating with the ASMI team to update the ongoing Crisis Manual to finalize a robust framework for analysis and decision-making as issues arise.
o Analyzing known risk areas for ASMI and the industry to develop Crisis Playbooks including messaging, positioning, and action plans.
o Continue consulting with ASMI to develop COVID related messaging and assets for navigating the current and ongoing crisis.

“Eat Seafood, America!” Campaign to Support U.S. Seafood Supply Chain
In April 2020, the Seafood Nutrition Partnership launched the Eat Seafood, America! consumer-facing campaign to “help Americans stay healthy and help boost the U.S. seafood economy affected by the COVID-19 public health crisis.” ASMI signed on to amplify the pre-competitive campaign as a participating member of the new Seafood4Health Action Coalition organized by SNP and integrated shared messaging into ASMI public relations messaging and activities.

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.

Alaska Federation of Natives Convention (October 2019)
ASMI sponsored the Alaska Federation of Natives Convention October 17-19, 2019. The annual convention serves as the principal forum for the Alaska Native community, and gathers thousands of official delegates and participants from membership organizations across the state. In the expo room, ASMI held a display booth in the Alaska State agency row, and handed out hundreds of recipes and informational materials to the convention’s 6,000 attendees.

Pacific Marine Expo (November 2019)
ASMI held a booth and presented at the Pacific Marine Expo (PME) in Seattle Nov. 21-23. At the show, ASMI connected with the commercial fishing fleet and distributed information including recipes, fact sheets and quality handling materials. On Friday, Nov. 22, Communications Director Ashley Heimbigner and McDowell Economist Garrett Evridge presented on the economic value of Alaska seafood as well as current marketing trends and tactics.

Wheel Watch - Volume 5 (January 2020)
In January 2020, the fifth edition of Wheel Watch, ASMI’s annual printed newsletter to the fleet, was mailed to nearly 20,000 commercial fishermen in Alaska and other states.

Young Fishermen’s Summit in Juneau (January 2020)
This year’s Alaska Sea Grant Young Fishermen’s Summit, held Jan. 21-23, 2020 in Juneau, provided training and networking opportunities for commercial fishermen early in their careers.
ASMI’s communications program welcomed the Summit with a fun town hall networking event including a live photo contest. Ashley Heimbigner also provided an educational presentation on the economic value and global marketing challenges and opportunities for the products they harvest.

**Global Seafood Marketing Overview to SWAMC (March 2020)**
Ashley Heimbigner was the luncheon speaker for the Southwest Alaska Municipal Conference Mar. 6, 2020 at the Hotel Captain Cook in Anchorage. Heimbigner presented a brief overview of how the Alaska seafood portfolio fits within the domestic and global marketplace and changing consumer preferences. To highlight the benefit of Alaska seafood product innovation, ASMI sponsored the luncheon by serving Alaska Symphony of Seafood products to the attendees.

**Photo Contest Winners Announced (April 2020)**
ASMI received 400 photos from the lenses of commercial fishermen in the 2020 Alaska Commercial Fishing Photo Contest. The 1st, 2nd, and 3rd place winners are announced on social media in April 2020, and photos will continue to be used for social media content, promotions, and presentations to help tell the Alaska seafood story.

**Kodiak ComFish (September 2020)**
Originally scheduled to be held in Kodiak in March, the Kodiak Chamber of Commerce held its annual ComFish virtually Sept. 17 – 18. On Sept. 17, communications specialist Arianna Elnes and McDowell Economist Dan Lesh gave a presentation on the value of Alaska Seafood, and discussed both consumer and economic trends due to coronavirus. ASMI looks forward to Kodiak ComFish each year as a way to communicate its work to the fishing industry, government and Alaskans, and the virtual conference again attracted a wide audience.

**Anchorage Chamber of Commerce “Make it Monday” (October 2020)**
On Oct. 5, communications specialist Arianna Elnes and McDowell Economist Dan Lesh gave a virtual presentation on the global trends of Alaska Seafood to the Anchorage Chamber of Commerce as part of their “Make it Monday” series. These luncheons are meant to provide its members with educational opportunities on topics that affect Alaskans.

**Seafood Information Services**
A variety of market updates are produced for ASMI by McDowell 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.

**Northern Lights for National Fisherman (Monthly)**
ASMI coordinates the monthly Northern Lights column in National Fisherman magazine, curating topics and submissions from industry partners that help support ASMI’s mission. Topics included Alaska’s mariculture task force, tariff effects on Alaska’s seafood industry, an overview with past winners of the Symphony of Seafood, the importance of building global
diversity for Alaska seafood markets, also ASMI’s new quality campaign aimed at fishermen, Catch 49’s Alaska seafood direct sales program, Global Food Aid record Alaska pollock and pink salmon purchases, simplifying the NPFMC public input process, highlights from global FAM attendees, Bean’s Café importance of seafood donations, Seafood Nutrition Partnership’s Eat Seafood America! campaign, creating global connections through Alaska seafood, and CR/PWSMA RSDAs commitment to having a safe fishing season amidst COVID-19. ASMI also supplies a quarterly marketing update for the magazine’s website. National Fisherman has over 26,000 subscribers and 45,000 average monthly page views.

Monthly Marketing Updates New Look for 2020
Every month, the ASMI communications team publishes the monthly marketing update, which is sent to over 2,500 industry personnel and includes highlights news and upcoming events. In January, ASMI started 2020 off with a new look and streamlined template.

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 Choose Alaska campaign launch and shareable toolkit, CARES Act funding resources, COVID resources webpage, ASMI committee application reminder, direct marketer resources survey, quality harvest and handling video resources and more.

ASMI News and Updates Facebook Page
ASMI continues to see strong growth and community participation on the ASMI News and Updates Facebook page with nearly 1,200 followers, a more than 40% increase since October 2019. @ASMINewsAndUpdates provides industry with relevant news, videos, resources, and communication of our work, and has proven an effective tool for communicating time-sensitive and important topics with the fleet throughout the COVID-19 crisis.

Postponed/Cancelled/Virtual Events 2020
- Kodiak ComFish Booth Exhibition, Town Hall and Presentation - Virtual
- Anchorage Chamber Make it Monday Presentation - Virtual
- Bristol Bay Fish Expo, Town Hall and Presentation - Cancelled
- Petersburg Town Hall - Cancelled
- Juneau Maritime Festival - Cancelled
- Annual Alaska Seafood Culinary Retreat (FAM) – Cordova - Cancelled
- Symphony of Seafood – Postponed
- Presentation at ATIA Annual Convention – Postponed to 2021
Legislative Outreach (January 2020)

The communications program assists the ASMI Executive Director with legislative outreach both during legislative session and the interim. During the session, ASMI created and distributed an Alaska Seafood Economic Value information sheet and the ASMI annual report. ASMI staff also conduct numerous statewide events throughout the year and it has been customary for ASMI to notify legislators in advance if ASMI will be in their district with distinguished guests with an invitation to participate.

In FY2020, ASMI was slated to cohost a Lunch and Learn for legislative staff before such events were cancelled due to COVID-19 safety concerns.

ASMI Publishes 2020 Economic Value Report

The 2020 update of The Economic Value of Alaska’s Seafood Industry report finds that statewide Alaska seafood value, employment and investments continue to show economic strength. Originally published in 2013 and updated in 2015, 2017 and 2020, the report is prepared by McDowell Group for ASMI. The study details the economic importance of Alaska’s commercial seafood industry on the local, state and national level. The 2020 Economic Value of Alaska’s Seafood Industry report may be found online.

House Fisheries: Alaska Seafood Economic Value (January 2020)

On Jan. 2020, ASMI Executive Director Jeremy Woodrow presented an update and overview about ASMI, the economic value of the Alaska seafood industry and the return on investment for Alaskans. The hour-long presentation shared with ADFG Commercial Fisheries Director, Sam Rabung, highlighted ASMI programs and global marketing efforts, compared harvest volume to ex-vessel value of key Alaska seafood species, spoke to international competition, and covered the current impacts created by the U.S.-China trade war. The full presentation may be found online.


ASMI updated its “How Seafood Powers Alaska” video on YouTube as well as the six Alaska Seafood Industry Economic Impact videos playing at Ted Stevens Anchorage International Airport. The updated videos include the most recent numbers from the Alaska Seafood Economic Impact Report, published in January 2020.

Symphony of Seafood (February 2020)

ASMI was a signature sponsor of the 2020 Alaska Symphony of Seafood, organized by Alaska Fisheries Development Foundation. The event celebrates new value-added products made from
Alaska seafood in a friendly competition among Alaska seafood companies both large and small. The symphony consists of two receptions, one of which is held in Juneau as a legislative reception. The Juneau event is popular with legislators and staff, and provides a unique opportunity to highlight and expose Alaska seafood industry and value to Alaska government leadership. The event is timed to align with the United Fishermen of Alaska spring conference. This year, the event was attended by numerous legislators, and representatives from the administration of Governor Dunleavy.

**FY2019 ASMI Annual Report (April 2020)**
The FY2019 was completed in April 2020. 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 Impacts on Seafood Industry Study**
ASMI is currently crafting a study to look at the impacts of the pandemic on Alaska seafood, our products, our markets, etc. ASMI will have data in the coming months that will help us all tell the story of what kind of impact COVID-19 has had on our industry.

**Audience: Alaskans**

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

**Choose Alaska Campaign (August 2020)**
ASMI launched a new campaign promoting the importance of selecting Alaska seafood, now more than ever. The 'Choose Alaska' campaign reminds Alaskans and customers that choosing wild, delicious and healthy Alaska seafood supports the generations of sustainable fishing communities working hard to safely and responsibly harvest the world’s best seafood, as well as the broader Alaska and U.S. economies. The campaign includes a web page, online and print advertising, social media content and a toolkit for Alaskans and industry members to share and show their support for Alaska’s fishing communities.

**ASM Celebrates Alaska Wild Salmon Day (August 2020)**
ASMI created artwork promoting Alaska Wild Salmon Day, which was then shared by Alaska Senator Lisa Murkowski and others.

**American Marketing Association Alaska Chapter (January 2020)**
ASMI Communications Director Ashley Heimbigner and Domestic Marketing Director Megan Rider were featured speakers at the American Marketing Association Alaska Chapter luncheon in Anchorage on January 09, 2020. Ashley and Megan presented ASMI’s global brand marketing efforts and consumer targeting in the U.S. to an audience of marketing, business and
communications professionals from an array of Alaska industries and sectors. The group enjoyed a lunch including Alaska surimi stuffed Alaska rockfish.

Collaborating with Other Alaska Organizations

In FY2020, ASMI coordinated with Alaska agencies with to expand the reach of our messaging to shared audiences. ASMI is a participating member of the BuyAlaska initiative created by the Alaska SBDC to amplify Alaska businesses and build long-term economic resilience for Alaska as we emerge stronger together.

ASMI has also been partnering with the Alaska Travel Industry Association on collaborative Alaska seafood content for their large social media audiences looking for a taste of Alaska while they are not able to travel to the state.

Other Alaskan 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.

- Six Alaska Seafood videos displayed at the Anchorage International Airport
- Representation at Alaska Federation of Natives (AFN) 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 of 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
- Collaboration with the Alaska Travel Industry Association
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

Strong at Sea Campaign (March 2020)
ASMI worked with noted documentary photographer Ash Adams to document the work and lives of the women harvesters on women-owned fishing boats in Copper River and Prince William Sound. The project resulted in the “Strong at Sea” campaign, which included a set of photographs, audio interviews and video graphics that investigate and celebrate the hard-working women of Alaska’s commercial fishing fleet. ASMI launched the campaign to celebrate Women’s History Month (March) and International Women’s Day (March 6) however, the content remains relevant and available to all programs year round via NetX, YouTube and wildalaskaseafood.com.
**ASMI Website Management**
The Communications Digital Marketing Manager continues to lead collaboration across all ASMI programs and contractors to consistently update and refine content and user experience across both ASMI websites (alaskaseafood.org and wildalaskaseafood.com). This critical work continually improves functionality, performance, effectiveness in support of the Alaska Seafood brand and delivers maximum value to the Alaska seafood industry.

Per ASMI Board budget approval in September 2020, the communications program will work with all programs lead and facilitate the redesign and development of ASMI’s domestic websites (alaskaseafood.org, wildalaskaseafood.com) to meet the changing technological needs of ASMI’s audiences and stakeholders.

**NetX Online Media Library Management**
ASMI overhauled the Digital Asset Library with a new digital asset management system at [https://netx.alaskaseafood.org](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 kicked off a multi-year photo and video asset development project in the winter of 2020. Funded by the USDA’s Agricultural Trade Promotion (ATP) program, the project will be 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. The communications program held a video and photo shoot in Kodiak in March and in Juneau in October with Channel Films and Ash Adams to gather footage.

Additionally, new assets from Alaska photographers Ash Adams, Bri Dwyer and videographer Zac Melms were added to the ASMI NetX Media Library for industry use.

**ASMI Brand Toolkit (Sept 2020)**
In collaboration with all ASMI programs, the communications team is working to identify and specify ASMI’s core brand design elements in a comprehensive guide. This guide will be used as a reference tool for ASMI programs and projects to achieve a cohesive and identifiable brand identity.
**Fisherman Photos + Bios**
The Alaska Commercial Fishing Photos contest is not only a fun way to engage with a key audience (fishermen) but also affords ASMI a renewable trove of commercial fishing photos, which can then be made available for a variety of uses. The Alaska Commercial Fishing Photo Contest brought in 400 images to add to ASMI’s asset collection. This year, ASMI selected the top three winners in each of the following categories; Best Action, Best Boat, Best Family, Best Fish Quality/Handling, Best Scenic, and Life on the Boat. One of these top winners became our highest performing social media post of all time (see p.4). Additionally, fisherman bios that accompany photo assets can be used by programs who wish to showcase individual Alaska fishermen.

**Adaptation of International Resources for Domestic Audiences**
The Communications team adapted a seafood sustainability video, originally created by ASMI CEU for German consumers, for the U.S. domestic consumer audience, in addition to repurposing photo and video content developed from the UK program. The communications program also created a “Global Recipes” platform on wildalaskaseafood.com to share many unique recipes created by ASMI’s international programs with domestic audiences.

**Serving as ASMI’s spokesperson**

**Media Interviews**
The communications program and staff serve as the primary point of contact for in-state and industry trade media. This will often involve data collection, identifying the best spokesperson (if not the Communications Director), follow-up calls and media monitoring of time-sensitive issues. This was an especially active role in 2020 amid pandemic-related crises.

**Supervises Crisis Monitoring and Messaging**
The communications team often supports other programs by drafting and, if necessary, circulating consistent talking points in response to industry and consumer issues as they arise.

**Gulf of Alaska Pacific Cod Fishery Closure and MSC, RFM Certification**
Communications coordinated an industry wide messaging campaign in response to loss of Gulf of Alaska Pacific Cod MSC certification status. Communications gathered insight from the committee and key industry members, created and vetted talking points for trade, industry and consumer, and helped develop coordinated media placements and media responses to provide a unified industry response about the sustainability of Alaska’s seafood stocks.

**COVID – 19 Food Safety Facts and Resources for Industry, Consumers**
ASMI assembled a web page 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)**

While recent headlines have promoted misleading preliminary research regarding seafood and the transmission of the virus that causes COVID-19, leading global public health and food safety organizations, including the U.S. Centers for Disease Control and Prevention, the U.S. Food and Drug Administration (FDA), the World Health Organization, and the European Food Safety Authority continue to affirm that there is no evidence that the virus that causes COVID-19 is transmitted through food, food containers, or food packaging.