

**From:** jdecker@afdf.org  
**Sent:** Thursday, June 10, 2021 3:29 PM  
**To:** 'McCarty, Heather'; markos@seagrovekelp.com; 'Tomi Marsh'; 'Tommy Sheridan'; 'Eric Wyatt'  
**Cc:** 'Decker, Julie'  
**Subject:** AMA Workgroup: update on outreach efforts  
**Attachments:** AMA Application Final.pdf; 2021-06-07 AMA Membership Press Release FINAL.pdf; AMA outreach to new members 2021-06-09.xlsx; CoastAlaska Radio Spot - AFDFwaves1.wav

AMA Workgroup:

I just wanted to let everyone know what is happening with AMA outreach and membership. To date we have completed the following:

- 1) Finished the AMA Application (attached)
- 2) Issued a press release (attached) which is starting to be picked up
- 3) Interviewed with Laine Welch, Alaska Fish Radio
- 4) Began running ad on Facebook
- 5) Linked the AMA application on AFDF's website in at least two places
- 6) Sent hundreds of emails to the attached outreach list
- 7) Will begin running radio spots in 5 coastal communities next week (see attached)
- 8) Received 15 member applications

Any other suggestions are welcome. Additionally, if you see someone missing from the outreach list, feel free to forward the application to them.

Thanks!

Julie Decker  
Executive Director

Alaska Fisheries Development Foundation  
P.O. Box 2223  
Wrangell, AK 99929  
907-276-7315  
[jdecker@afdf.org](mailto:jdecker@afdf.org)  
[www.afdf.org](http://www.afdf.org)