

'Marine cowboys' round up seafood

Five Alaska fishermen and the Kodiak Island village of Old Harbor will be making waves in 54 million American homes over the next two months.

The Alaska Seafood Marketing Institute has produced a 30-second television commercial promoting Alaska seafood. The quintet were featured as "marine cowboys" rounding up seafood from the cold water off Alaska.

The ad was on the air less than two weeks after the commercial was filmed in Old Harbor.

"Only fresh or fresh-frozen Alaska seafood can make it into American homes any faster," said Kevin O'Sullivan, ASMI's acting executive director.

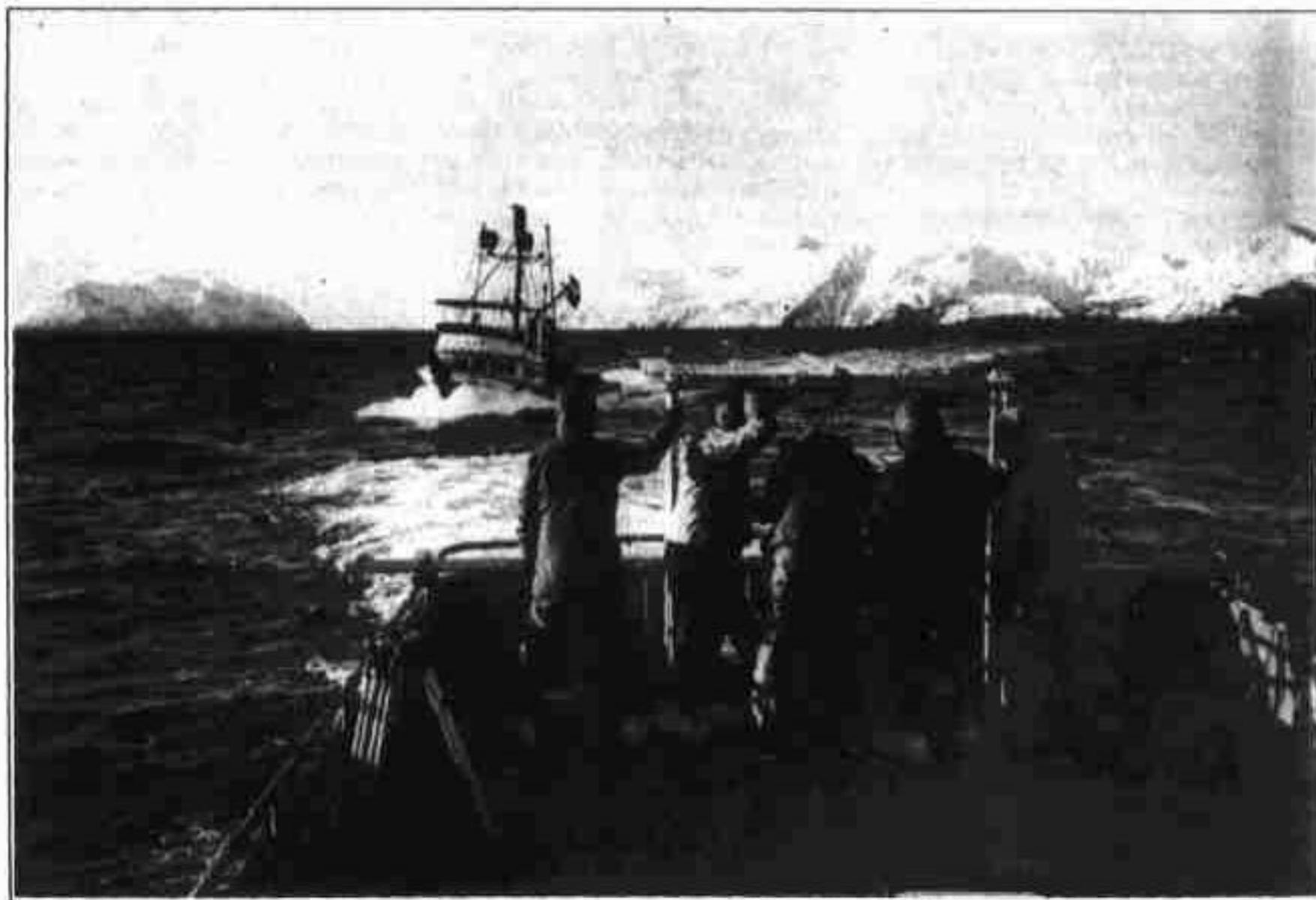
The ASMI ads feature five Alaska fishermen, they include: Carl Christiansen and his son Ken, Jose Aguilar, Bill Pulkownik and Matt Shadle. They are called "marine cowboys," riding the harsh seas off America's last frontier.

In the commercial, the fishermen are shown heading to sea and harvesting Alaska seafood from tumultuous waters.

"The commercial uses a real fishing boat getting knocked around in a real storm off Kodiak Island," O'Sullivan said.

"We couldn't chance losing that realism by replacing Alaska fishermen with actors who didn't know what they were supposed to be doing."

The five Alaska fishermen chosen by the commercial's director have decades of experience in the halibut,



The Alaska Seafood Marketing Institute ads feature five fishermen harvesting Alaska seafood from tumultuous waters.

salmon, crab, herring and bottomfish harvesting industry.

Behind the talent and crew stood the entire community of Old Harbor. The residents of the southern Kodiak Island village rallied around to support the filming and film crew when power was lost for a couple of days, when planes could not get into or out of Old

Harbor during a three-day storm and when long distance telephone service to the small community was lost.

When the planes couldn't land with fresh meat and vegetables to feed the film crew, Old Harbor residents donated crab, halibut, deer meat and smoked salmon to keep the crew going.

When electrical power failed before the final scene was shot, an Old Harbor skipper brought his fishing boat around so his generator could provide power to run the television lights. Women in Old Harbor held traditional banyas so that the female production crew members could thaw out by taking steambaths.