

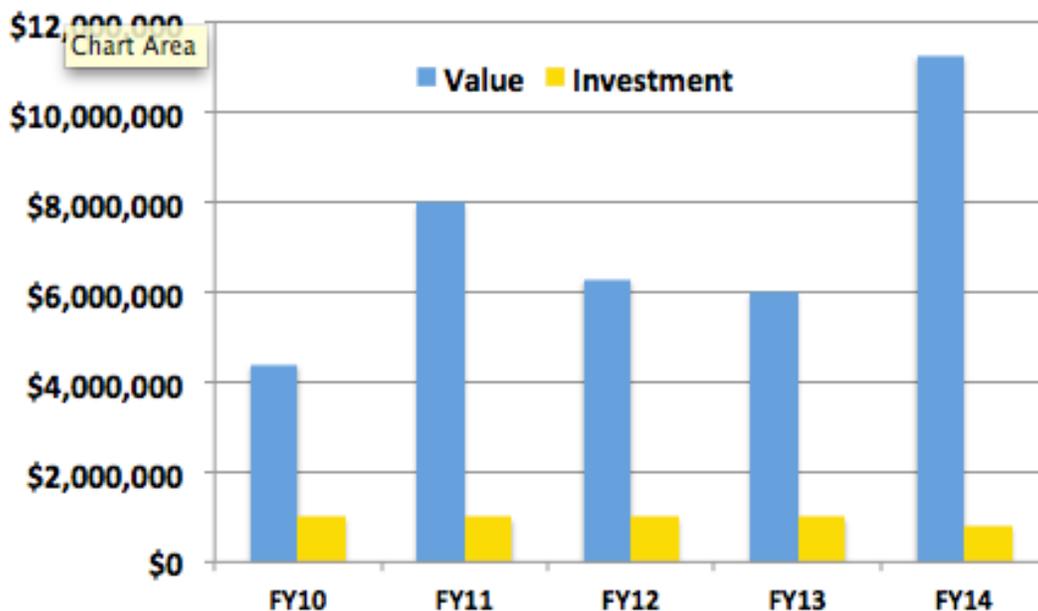
Alaska Seafood Marketing Institute
 Year-End Wrap Up and Q4 Executive Summary
 Presented by Schiedermayer Alaska

FY14 ASMI CONSUMER MEDIA VALUE

In FY14, we saw a record media value of \$11,273,592.39, almost double the previous year's value. In general, we can attribute the increase to the sustained effort over several years on the part of the Consumer PR program, increasing our visibility and media awareness of Alaska Seafood and their message of sustainable, delicious and healthy seafood. In particular, we were very successful this year placing Alaska Seafood in the context of health and fitness, and were able to leverage the attendance of previous year's media tours to achieve greater success in print magazines.

MEDIA	YTD Media Value	YTD Audience Exposure
Broadcast	\$1,699,482.59	10,735,198
Print	\$8,584,155.28	43,113,335
Online	\$607,252.92	577,049,504
Kikkan	\$382,701.60	237,180,833
TOTALS	\$11,273,592.39	868,078,870

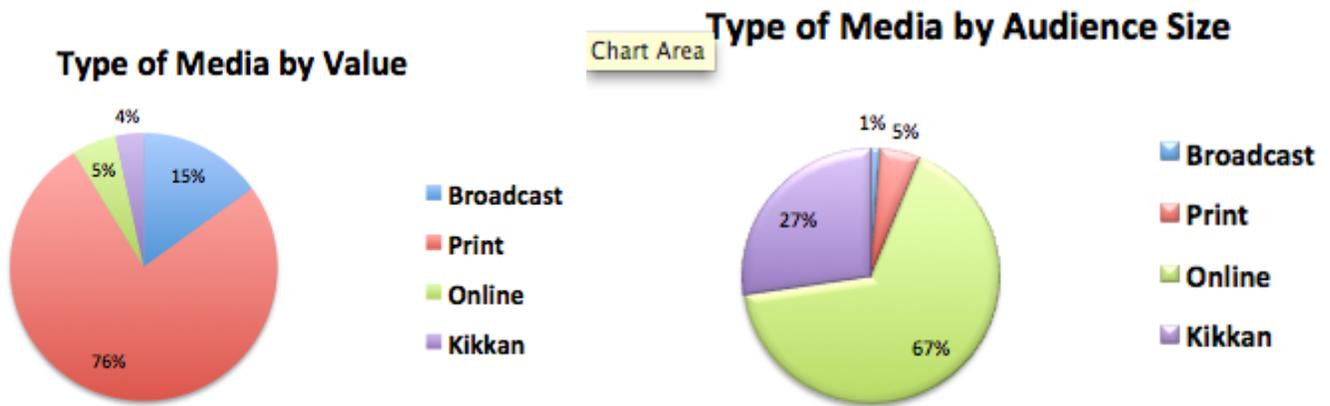
ASMI uses a combination of three measurement types including audience size reach, ad value rate, and annual consumer research to measure the consumer PR program.



This year's audience measurement topped 860 million impressions. It's important to consider two things when analyzing the results: first, this year's total Consumer PR investment was reduced from \$1 million in previous years to \$800,000. Additionally, the proportion of labor was reduced from 70% to 48% of the total budget (\$700,000 to \$320,000). Given this reduction in labor by over half, the agency worked hard and achieved superior results both in measurement and event success.

Second, the program measures impressions - that is, all the opportunities consumers have to be exposed to the Alaska brand via various channels. Consumers in our target demographic (Boomers, Millennials) will potentially be exposed dozens of times. Increased impressions can be attributed to increased online presence. Most online hits have a lower ad value but a higher audience reach than other traditional (print, broadcast) outlets. We consider the audience impressions an equally strong, if not more important measure of the results of the Consumer PR investment.

As you can see in the charts below, FY14's media value consists of measurements based on equivalent ad space in broadcast, print, and online. We have a special measurement this year, based on ASMI's sponsorship of Olympic Alaskan cross-country ski racer Kikkan Randall. Kikkan Randall's exposure tended towards online media, giving her sector a high audience size.



Consumer PR Activities and Events

Our headline activity for quarter 4 was a brand-new series of events in New York City. On April 28 – May 1, 2014, representatives from Alaska Seafood's communications, domestic public relations, international and technical departments travelled to New York for a wide variety of media events. The

events were timed to coincide with the prestigious James Beard Awards in the city that week, and also take advantage of the travel schedules of ASMI directors on their way to the European Seafood Expo in Brussels the following week.

Alaska Seafood gave a culinary presentation at the invitation of the Food Network at the network's test kitchen on April 30. Over 30 Food Network executives, program chiefs, procurement experts, chefs and recipe writers gathered to watch a cooking demo and sample Alaska spot prawns, king salmon, rockfish and bairdi crab prepared by Alaska Seafood Chef Alliance member and Seward chef/restaurateur Erik Slater. Meanwhile, ASMI Communications Director Tyson Fick gave an overview of ASMI, Alaska's seafood species and availability, sustainability and health messaging, and opportunities to work with Alaska Seafood in the future, from filming upcoming Food Network show episodes in Alaska to developing recipes around Alaska's seafood. Technical Director Randy Rice was in attendance and answered several detailed questions from the group about the sustainability of Alaska's fisheries.

That afternoon, ASMI's Tyson Fick met with New York Times columnist Mark Bittman and Senior Food Editor Sam Sifton at the New York Times office. They discussed a variety of fisheries issues, and talked about potential coverage on topics ranging from the reauthorization of the Magnuson Stevens Act and the impact the legislation has had on Alaska's sustainable fisheries to Alaska's bumper pink salmon harvest. Both writers are interested in visiting Alaska and seeing some of the more unique fisheries in rural Alaska.

On May 1, ASMI held a Sustainability Briefing at ASCA Chef Ben Pollinger's Oceana Restaurant. The luncheon was specifically aimed at news writers who are interested in a nuanced look at Alaska's sustainable fisheries, but may not be able to accept invitations to join one of ASMI's press trips to Alaska. While the focus was on Alaska seafood sustainability, the presentation also included information on health and nutrition skewed for the prevalent health interests of the attendees. Alaska Seafood Chef Alliance member Chef Ben Pollinger prepared Alaskan oysters from Tokeen Bay (POW Island), halibut and black cod.

Attendees included writers and editors from the Wall Street Journal, Salon, the New York Times, CBS News, Prevention, Dr. Oz-The Good Life, as well as well-known chef and media personality Sara Moulton, and representatives from Joy Bauer Media and the James Beard Foundation.

Randy Rice gave a knockout presentation, with facts and insights that surprised even the most seasoned writers who thought they were well versed in sustainable seafood. Many guests lingered to ask questions and make personal connections.

That evening, ASMI hosted a dinner for food media celebrating Alaska's most unique and unusual species at ASCA chef Anita Lo's restaurant Annisa, one of

New York's most sought after dining experiences. ASMI hosted writers and editors from Bon Appetit, Food and Wine, Epicurious, Everyday With Rachael Ray, Oprah Magazine, Martha Stewart Living, the Food Network, Prevention, Serious Eats, Weight Watchers Magazine, Fine Cooking, Food52, Potluck Video and more.

The meal, promoted as an exploration of the next wave of sustainable seafood, focused on Alaska's seafood species or preparations that were less common. Diners enjoyed butter-poached spot prawns, bairdi crab sandwiches on homemade brioche, cod brandade with sockeye ikura, Weathervane scallops with foie gras, house smoked white king salmon, miso-marinated black cod with crispy tofu, and olive oil poached halibut.

Each table of guests was anchored by an ASMI representative, keeping the conversation loosely centered on Alaska seafood in an elegant and friendly environment.

Overall, the events were well attended and the messaging was eagerly received by those who attended. Each attendee received a bag containing product samples as well as ASMI branded collateral materials, as well as a follow-up email from agency staff thanking them for their time. Articles on Epicurious and requests for product for an upcoming Food Network event have already resulted from the connections made that week. Agency recommends continuing the practice of bringing Alaska Seafood to other media markets such as Boston or Atlanta, partnering with ASCA chefs in those markets for intimate lunch or dinner events as a way to cast a wider net and continue building relationships with food influencers across the nation.

Upcoming Events

Sikumi Southeast Media Tour

July 3-12, 2014, Juneau, AK

The Southeast Media Tour will be reprised this summer aboard the M/V Sikumi. The media tour explores the wide variety of commercial fishing in the region, with special excursions to explore local villages, learn about sustainability, tour Alaska's hatcheries, and more.

- This year, the trip will be divided into two segments, with one chef and three media attending each segment.
- Confirmed guests include:
 - ASCA chef John Besh, 2014 James Beard Foundation 'Who's Who of Food and Beverage in America' inductee
 - Chef Renee Erickson, owner of Seattle's The Walrus and the Carpenter, The Whale Wins, and Barnacle.
 - Ruth Reichl, former Editor in Chief of *Gourmet* magazine and food critic for the *New York Times* and the *Los Angeles Times*.
 - Francis Lam, cookbook editor and writer, is nominated for two James Beard awards and has been a judge on the show "Top Chef

Masters”.

- John Willoughby, former executive editor for Gourmet magazine, author of several cookbooks and senior editor for *Cook's Illustrated*, *America's Test Kitchen* and *Cook's Country*.
- Andrea (Andi) Bartz, Deputy Editor, *Natural Health* and *Fit Pregnancy*
- Rowan Jacobsen, who has written for *New York Times*, *Harper's*, *Outside*, *Mother Jones*, *Orion*, and others.
- Lindsey Abrams, sustainability editor of Salon.com.

Joanne Weir Gets Fresh

ASMI is sponsoring the upcoming season of the new series “Joanne Weir Gets Fresh” with master chef Joanne Weir. Part of the sponsorship includes a four-day video shoot in Alaska to obtain footage for four episodes, each featuring an in-kitchen cooking demo of a different Alaska seafood species determined by ASMI. The episodes are scheduled to air in 2015.

Media Relations

(Due to editorial lead times, public relations results often appear in future fiscal periods.)

- Media Outreach and Communications:
 - June DiMelo, Fitness, thanked for writing about wild salmon and offered resources for future articles.
 - Susan Westmoreland, Good Housekeeping, reached out with information about Alaska seafood and offered to send product.
 - Maile Carpenter, Food Network Magazine, pitched smoked Alaska black cod and offered to send a sample.
- Newspapers - The following is a list of pitches targeted to newspapers with short turnarounds, highlighting ASMI's photography and recipes.
 - Cinco de Mayo
 - Mother's Day
- Mass pitches to bloggers, newspapers, and magazines
 - Vitamin D
- Halibut and Black Cod Product Campaign. Distributed pitch to the following websites promoting Alaska halibut and black cod:
 - Dine and Dish, Rasa Malaysia, Gimme Some Oven, She Wears Many Hats, Once Upon a Chef, 15 Spatulas, Brown Eyed Baker, Savory Simple, Oh Sweet Basil, Yummy Mummy, Add a Pinch, Simply Scratch, and Big Girls Small Kitchen
 - Provided wild Alaska Halibut to the following outlets: Savory Simple, Oh Sweet Basil, She Wears Many Hats, and Simply

Scratch

- Seafood Giveaway – Organized a giveaway with food writer Christine Pittman from Cook the Story that highlighted CIF methods. A winner was selected from over 200 entrants to receive samples of Alaska sockeye and cod.

Reporting to ASMI Staff, Industry & DCCED and Media Monitoring:

- Review Vocus, Google Alerts, Twitter, Facebook and top news sources daily for Alaska Seafood hits and coverage.
- Updated MVR master spreadsheet and binder with newest media hits.
- Sent monthly recap to ASMI
 - Provided bi-monthly report to Nicole Stangeland for DCCED reporting
- Reviewed and completed Q3 invoices for monthly billing
- Prepared Executive Summary Q3
- Billing work for Q4: April-June

Alaska Seafood in the Media – Q4, FY2014

Print:

04/01/14 *Saveur*

Good Catch

Circulation: 329,063

04/01/14 *Saveur*

King Cod

Circulation: 329,063

04/01/14 *Saveur*

Know Your Seafood

Circulation: 329,063

04/01/14 *Pittsburgh Post Gazette*

Cajun Salmon Cakes with Lemon

Garlic Aioli

Circulation: 153,078

04/01/14 *Eating Well*

Seared Salmon with Sugar-Snap

Fennel Slaw

Circulation: 750,000

06/01/14 *Fine Cooking*

Go Wild

Circulation: 255,000

06/01/14 *Everyday with Rachel Ray*

Cruise Alaska for Less

Circulation: 1,700,000

06/01/14 *allrecipes*

Feeling Crabby

Circulation: 650,000

06/01/14 *Women's Health*

Sustainable Swimmers

Circulation: 1,500,000

06/01/14 *Today's Dietitian*

Sourcing Sustainable Seafood

Circulation: 40,000

Broadcast:

05/11/14 CBS News – 60 Minutes

Saving Wild Salmon

Audience: 8,016,204

Online:

04/01/14 Skinny Taste

[Healthy Baked Fish Sticks with](#)

[Lemon Caper Sauce](#)

Facebook: 576,963 / Twitter: 31,200

04/02/14 Pittsburgh Post Gazette

[Cajun Salmon Cakes with Lemon](#)

[Garlic Aioli](#)

Unique Monthly Visitors: 1,298,156

04/01/14 Sun Herald (Biloxi, MS)

[Smoked Salmon: A Simple Classic](#)

[Pleasure](#)

Unique Monthly Visitors: 140,073

04/06/14 All Recipes

[Steamed Lemongrass Crab Legs](#)

Unique Monthly Visitors: 19,635,494

04/10/14 Adriana's Best Recipes

[Sriracha Alaska Cod Bites](#)

Facebook: 1,333 / Twitter: 8,282

04/10/14 Daily Makeover
[15 Ways to Boost Your Metabolism Without Exercise](#)

Unique Monthly Visitors: 39,057

04/11/14 Cooking with Books
[Cod Salad Pita Pockets](#)

Facebook: 7,840 / Twitter: 8,144

04/12/14 Statesman Journal (Salem, OR)

[Fruity Orange Salsa an Easy Topping for Wild Sockeye Salmon](#)

Unique Monthly Visitors: 168,865

04/13/14 CBS – DC (Washington DC)

[Alaska Halibut on Tarragon Green Beans](#)

Unique Monthly Visitors: 539,669

04/14/14 Cook the Story

[How to Cook Fish From Frozen](#)

Facebook: 12,851 / Twitter: 2,764

04/17/14 Saveur

[Know Your Seafood](#)

Unique Monthly Visitors: 335,946

04/19/14 Coeur D'Alene Press

[Fish and Your Diet](#)

Unique Monthly Visitors: 50,048

04/21/14 Eating Well

[Seared Salmon with Sugar-Snap Fennel Slaw](#)

Unique Monthly Visitors: 993,407

04/28/14 Cook The Story

[Buffalo Cod with Fettucine in Ranch Alfredo Sauce](#)

Facebook: 12,851 / Twitter: 2,764

04/28/14 Rodale News

[Mercury in Seafood: Bad For Adults Too](#)

Unique Monthly Visitors: 709,052

Facebook: 69,041

04/28/14 Today's Dietitian

[Sourcing Sustainable Seafood](#)

Unique Monthly Visitors: 24,059

05/01/14 Daily Polish

[Dr. Andrew Weil's Inflammatory Food Pyramid](#)

Facebook: 1,324 / Twitter: 732

05/02/14 Life Hacker

[Don't Bother Thawing Fish, Cook It From Frozen Instead](#)

Unique Monthly Visitors: 1,492,368

Facebook: 1,200,000

05/05/14 KJAR-TV (Providence, RI)

[Black Bean and Salmon Tostadas](#)

Unique Monthly Visitors: 123,077

05/06/14 The New York Times

[Greek Baked Fish with Tomatoes and Onions](#)

Unique Monthly Visitors: 16,236,925

05/07/14 Chicago Tribune

[Alaska Bans King Salmon Fishing in Yukon River Amid Projected Low Runs](#)

Unique Monthly Visitors: 7,031,601 (combined)

05/08/14 Newnan Times (Atlanta, GA)

[Alaska Salmon Versatile, Heart-Healthy](#)

Unique Monthly Visitors: 1,570,096 (combined)

05/09/14 Cooking Light

[Open-Faced Salmon and Avocado BLTs](#)

Unique Monthly Visitors: 1,159,733

05/11/14 CBS News – 60 Minutes
[Saving the Wild Salmon](#)
Unique Monthly Visitors: 5,981,010

05/12/14 Chicago Sun Times
[Shouldn't We Worry More About Our Food Sources?](#)
Unique Monthly Visitors: 2,068,472

05/13/14 Washington Post
[Pick Fish for a Healthy Weeknight Meal](#)
Unique Monthly Visitors: 9,770,264

05/13/14 WTOP (Washington DC)
[Slim Down Your Body, Bulk Up Your Brain with Pescetarian Diet](#)
Unique Monthly Visitors: 339,509

05/15/14 Odessa American (Odessa, TX)
[Alaska Salmon and Chipotle Wrap](#)
Unique Monthly Visitors: 50,489

05/16/14 Epicurious
[Three 30 Minutes or Less Alaska Salmon, Cod, and Rockfish Recipe](#)
Unique Monthly Visitors: 2,454,335

05/17/14 Odessa American (Odessa, TX)

Social Media:

04/08/14 Cooking with Books
[Alaska Seafood Recipes](#)
Twitter: 8,200

04/18/14 Kikkan Randall
[COOK IT FROZEN®](#)
Twitter: 14,200

05/10/14 Savory Simple
[Alaska Halibut](#)
Facebook: 132,755 / Twitter: 12,800

[Alaska Salmon Cakes with Yogurt and Dill Sauce](#)

Unique Monthly Visitors: 50,489
Facebook: 327,343

05/19/14 Today.com
[Companies Wooing Back Moms with Superfoods](#)
Unique Monthly Visitors: 6,557,681

05/20/14 The Kitchn
[Mustard Glazed Salmon](#)
Unique Monthly Visitors: 996,124

05/22/14 Food For My Family
[Coconut Crusted Cod Tacos with Red Cabbage Slaw](#)
Unique Monthly Visitors: 20,687
Facebook: 101,807 / Twitter: 9,045

5/24/14 Seattle Times
[Kosher is Good for Seafood Sustainability](#)
Unique Monthly Visitors: 1,500,368

5/29/14 Pescetarian Journal
[Easy Canned Salmon Recipes](#)
Facebook: 4,588 / Twitter: 4,573

5/30/14 She Wears Many Hats
[Pecan Encrusted Halibut](#)
Facebook: 20,900 / Twitter: 7,885