

DATE: April 18, 2018
TO: ASMI Board of Directors
FROM: Jeremy Woodrow, Communications Program Director
RE: Communications Program & Consumer PR FY18 Highlights

This fiscal year the communication program has fulfilled the goal of providing communications strategy and support to all ASMI programs. In FY18 ASMI transitioned to a new IT provider and website contractor and, as a result, efforts have started to better manage ASMI's photo and video resources and update ASMI's websites, respectively. ASMI's messaging continues to be placed in media both in-state and in trade publications. Town Hall meetings continue providing fishermen, industry members and ASMI staff the opportunity to interact and build relationships. The communications program continues to be the primary manager of the \$1 million consumer PR contract, which contributes significantly to the overall achievements of the program. This fiscal year also saw the first committee meeting for the ASMI Board appointed Communications Committee.

PROGRAM ACTIVITY HIGHLIGHTS

Alaska Seafood Month Proclamation

On Sept. 28, 2017 Alaska Governor Bill Walker proclaimed October 2017 as Alaska Seafood Month and October 25, 2017 as Commercial Fishing Day. The proclamation coincides with October as National Seafood Month and numerous national marketing activities planned by ASMI throughout the month-long celebration. The proclamation can be found online [here](#).

Chefs & Media Attend ASMI Culinary Retreat

From June 18-22, 2017 the ASMI, Edelman and Rising Tide Communications teams coordinated a hands-on, in-depth Alaska Seafood School for top-tier domestic media and chefs, and international chefs from China, England, Germany, Spain, France and Japan. After a welcome dinner at South in Anchorage, the group of 24 drove the scenic highway to Seward where AVTEC, Alaska's Institute of Technology, hosted a three-day culinary school at the Alaska Culinary Academy. Each day a different Alaska seafood species received the spotlight – salmon, whitefish, shellfish – and was highlighted through presentations and demonstrations followed by hands-on time with product for attendees to experiment with and taste.

In addition to spending time in the kitchen with a variety of Alaska seafood species, the group spent time fishing and observed the pocket seiner Little



Star making a set for sockeye salmon in Resurrection Bay, toured Bear Creek Weir, Alutiiq Pride Shellfish Hatchery and Icicle Seafoods, enjoyed dinners at The Cookery and Seward Brewing Company to taste the local cuisine, and visited the Alaska SeaLife Center. All guests were active across their social media channels throughout the trip sharing photos and fun facts using #AskForAlaska. The trip resulted in feature stories from [Clean Eating](#) and [USA Today](#).

ASMI Launches First-ever Alaska Seafood Commercial Fishing Video Contest



Kamirin Couch, a Cook Inlet drift netter, received the grand prize for her video, “Alaska Commercial Fishing Roots Run Deep.” Ms. Couch is a fourth-generation Alaska fisherman.

A national [press release](#) announcing the first, second and third place winners of ASMI’s commercial fishing video contest was distributed on October 12, 2017. The release garnered a combined reach of more than 82 million impressions with pick up from 264 outlets, including Puget Sound Business Journal, MarketWatch and a variety of local broadcast outlets across the country. The winning videos received additional promotion via ASMI social media channels resulting in a total of 29.8K views and 2.4k engagements across Facebook, Instagram and Twitter.

“Alaska From Scratch” Alaska Seafood Recipes

ASMI partnered with Alaska Chef and food blogger Maya Wilson to promote her new cookbook named after her blog, “Alaska From Scratch,” which launched February 2018. The cookbook features an Alaska Seafood chapter devoted to mouthwatering recipes ranging from Alaska King Crab Avocado Toast to Smoked Salmon Pot Pie. ASMI sponsored the Alaska seafood that was used for the photography in the book. Additionally, ASMI added four Alaska From Scratch recipes to the Alaska Seafood online recipe finder and collaborated on social media posts with Chef Wilson.



ASMI also filmed four cooking videos with Chef Wilson to further enhance the user experience of the four recipes on WildAlaskaSeafood.com and on ASMI social media channels. The four videos are anticipated to air spring 2018.

ASMI Hosts “It’s Alive with Brad”

In February 2018, ASMI communications hosted Bon Appetit Test Kitchen Manager and host of “It’s Alive with Brad” Brad Leone in Juneau. While in Juneau, Brad filmed a feature segment for “It’s Alive” that covered the Southeast Alaska Bairdi Crab fishery. The film shoot included flying to Tenakee Springs to spend a day on the F/V Marsons, operated by Chris McDowell, and work as a crew member. They then filmed the offload to the tender and to the dock at Alaska Glacier Seafoods, where Brad followed his crab through the entire production line. The segment capped off with cooking fresh Alaska bairdi and king crab on the beach at sunset. The episode is scheduled to air spring 2018.



2017 Annual Report

The 2017 ASMI Annual Report was published in April 2018 and submitted to the Alaska Governor and Legislature. The size and print production were both reduced this year in an effort to reduce costs. The report focuses on Alaska seafood challenges and what ASMI is doing to face these challenges head-on to increase the value of Alaska seafood.



New Alaska Fishing Industry Profiles

Linda Behnken, based in Sitka, fishes for Alaska halibut, sablefish, and salmon, and is now featured on the ASMI website. Her profile and more can be found online at: www.wildalaskaseafood.com/people-behind-the-fish.



Chef Lionel Uddipa of Juneau crowned King of American Seafood

Representing the state of Alaska and SALT Restaurant in Juneau, Juneau-local Chef Lionel Uddipa was crowned the King of American Seafood at the 14th annual Great American Seafood Cook-Off, held in New Orleans August 2017. ASMI Communications staff assisted Chef Uddipa with logistics, recipe development, sourcing and shipping product to New Orleans, and messaging for his presentation to the panel of judges.

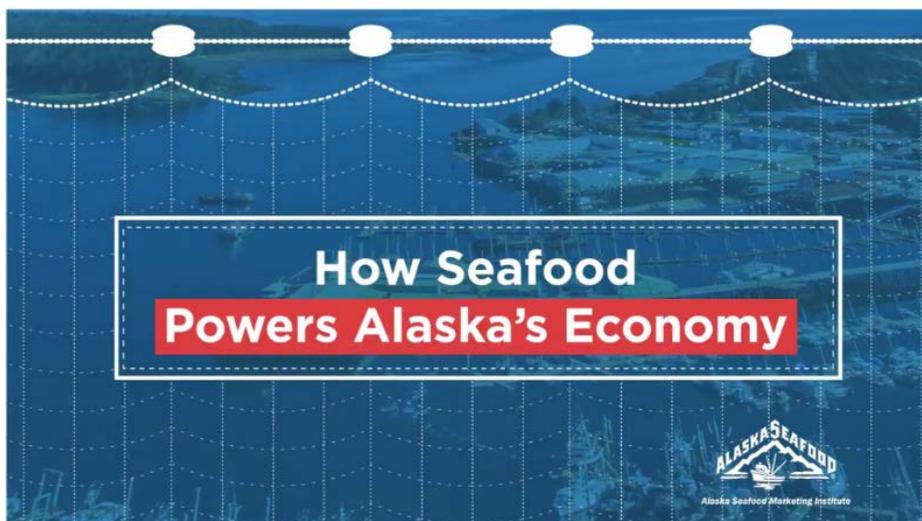
To earn the national title, Chef Uddipa and his sous chef Jacob Pickard prepared Risotto with Alaskan King Crab, Sea Asparagus and Salmon Roe, knocking out 12 of the nation's best chefs by showing creativity and craftsmanship in highlighting the superior quality of Alaska seafood. Read the full press release [here](#).



New Economic Value Report shows Alaska Seafood Industry Continues as Economic Cornerstone

ASMI has released the 2017 Economic Value of Alaska's Seafood Industry report, prepared by McDowell Group. The study details the economic importance of Alaska's commercial seafood industry on the local, state and national level. Seafood remains the top employer in the state, directly employing nearly 60,000 annually and generating over \$12 billion in economic output, including multiplier effects. The full report can be found online [here](#).

Following the release of the 2017 Economic Impact Report, ASMI created a video motiongraphic to communicate the economic data in a more digestible way. The motiongraphic has been shared across social media channels.



ASMI Publishes Gulf of Alaska Cod Talking Points

December 2017 - In response to expected TAC reductions to the Gulf of Alaska cod harvest, ASMI staff collaborated to create succinct talking points for Alaska seafood industry partners to use with customers (B2B & B2C) or with media should they receive any questions. The talking points identified the scientific cause of the harvest reduction and how ASMI's sustainability messaging can be used with concerned buyers and consumers.



Dutch Harbor Media Tour

ASMI along with the Edelman team partnered with Alaska Bering Sea Crabbers Association (ABSCA) to host three U.S. food writers representing Forbes, Food & Wine and Robb Report, in Dutch Harbor October 12-13, 2017. The trip coincided with processors and commercial crabbers preparing for the Alaska king and snow crab season, which opened on October 15. While in Alaska, the writers also spent a day in Seward, Alaska touring the Icicle processing plant and Alaska Sealife Center. In Dutch Harbor, the writers toured the Unisea processing plant, spent an evening aboard the Bering Sea crabbing vessel Wizard and toured Dutch Harbor/Unalaska infrastructure and historical sites with Unalaska Mayor Frank Kelty. The trip resulted in feature stories from [Food & Wine](#), [Robb Report](#) and [Forbes](#).



New Photography for ASMI Media Library

In FY18 ASMI worked with Juneau-based photographers Ben Huff and Chris Miller to update and add new photography to the online media library. Over 30 new images are available to use by Alaska seafood partners worldwide.



NATIONAL SEAFOOD MONTH

Alaska Crab Harvest: A national [press release](#) announcing the start of Alaska crab harvest season was distributed on October 13, garnering a combined reach of more than 84 million impressions with pick up from 239 outlets, including Yahoo!, Chicago Business News and New York Business Journal.

National Seafood Month Release: A national [press release](#) announcing the kick-off of National Seafood Month and the declaration of October 25 as Commercial Fishing Day was distributed on September 29. The release garnered a combined reach of more than 84 million impressions, with pick up from 252 outlets, including The Sacramento Bee, Yahoo! and Puget Sound Business Journal.

#AskforAlaska Crab & Seafood Tour: In celebration of the first of the season Alaska crab, National Seafood Month, Alaska Seafood Month and Commercial Fishing Day in Alaska, ASMI and Edelman organized and executed a New York media tour from October 23-26 that included a tasting event at the James Beard House, 20 minutes of live broadcast coverage on The TODAY Show and several in-person media meetings, all amplified via social media. Highlights include:

- 1.2 million social impressions and engagements from earned and owned posts from top-tier media including [Martha Stewart](#), The TODAY Show's [Kathie Lee and Hoda](#), Food & Wine's [Justin Chapple](#) and more
- Feature segment on The TODAY Show reaching 1.8 million viewers where Kathie Lee & Hoda spoke about and enjoyed Alaska king crab on-air for 20 minutes
- 54 media, partners and guests attended the #AskforAlaska Crab & Seafood Event at the James Beard House co-hosted with the Alaska Bering Sea Crabbers
- Media meetings with Hearst Lifestyle Group, Martha Stewart Living, Bloomberg News, and a freelancer for Civil Eats, Clean Plates, Well + Good, etc.



INFLUENCER PROGRAMS

To drive extensive sustainability, health and recipe content across digital and social channels, the team executed a variety of influencer campaigns.

The January influencer program focused on sustainability and health resulted in **26 total blog posts and more than 100 social posts, garnering over 22.5 million impressions**. Recipes featured a multitude of Alaska seafood varieties including salmon, cod, halibut, Alaska pollock and king crab. A sampling of recipes from the program include:

- We're Parents: [Easy Alaska Salmon Burgers](#)
- Eclectic Recipes: [Blackened Alaska Halibut Tacos with Avocado Ranch Sauce](#)
- Bored Mom: [Chili Lime Alaska Salmon in a Pressure Cooker](#)
- Forks & Folly: [Light & Easy Baked Alaska Cod in Parchment](#)





The February-March influencer program timed with Lent featured a focus on kid-friendly cooking and resulted in **29 total blog posts and more than 100 social posts, garnering over 48 million impressions**. From tacos to sliders, influencers created a range of recipes for all ages to enjoy featuring Alaska whitefish varieties including Alaska pollock, halibut, cod, sablefish and sole. A sampling of recipes from the program include:

- 365 Days of Crockpot: [Alaska Cod Fish Tacos with Garlic Lime Sour Cream](#)
- Savory Spin: [Easy Turmeric Lime Alaska Cod](#)
- A Mom's Impression: [Baked Parmesan Alaska Cod Sliders](#)
- Fearless Dining: [Pesto Grilled Halibut Steak](#)

HARVEST ANNOUNCEMENTS:

To generate media and consumer awareness around the harvest seasons, the team distributed press releases and conducted broad media outreach at key moments throughout the year.

Alaska Wild Salmon Day: A national [press release](#) announcing the second-annual Alaska Wild Salmon Day was distributed on August 9, garnering a combined reach of more than 87 million impressions with pick up from 227 outlets, including Washington Business Journal, Yahoo! and Wall Street Select.

Edelman also secured coverage with [Martha Stewart Living](#) and a number of social posts from the likes of [Bon Appétit](#) and [Rachael Ray Every Day](#). To amplify consumer engagement day-of, Edelman also coordinated a Snapchat geofilter which resulted in 7,858 impressions, an 18% increase from the prior year.



Alaska Whitefish: A national [press release](#) announcing the kick-off of Alaska halibut and sablefish harvest season was distributed on March 22. The release garnered a combined reach of more than 79 million impressions with pick up from 188 outlets, including Yahoo!, MarketWatch and Washington Business Journal. Edelman also secured coverage with Associated Press and Food & Wine, both of which will feature Alaska whitefish in upcoming recipe content.

Alaska Salmon (upcoming): A national press release announcing the opening of Alaska salmon season will be distributed timed with harvest kick-off in mid-May. Outreach targets include top-tier food and lifestyle publications including Bon Appétit, Food & Wine, Better Homes & Gardens, Women's Health, Shape and more.

#AskForAlaska NYC Media Tour & Tasting Table Event (upcoming)

From May 22-23, 2018 ASMI and Edelman will educate top-tier national press, influencers and chefs about Alaska seafood and why it's important to "Ask For Alaska" via a New York media event hosted at Tasting Table. Chef Laura Cole, Fisherman Nelly Hand and Chef Maya Wilson will attend as special guests and spokespeople at the event and media meetings/cooking demos to provide an in-depth and first-hand look into Alaska seafood.



Tasting Table Event: Alaska chefs Laura Cole and Maya Wilson and Fisherman Nelly Hand will welcome more than 50 guests with programming that includes filleting and cooking demos and a Q&A session. Passed appetizers of casual bites will be served featuring a variety of Alaska seafood species. Invited guests will represent top-tier outlets such as Bon Appetit, Food & Wine, Food Network, Forbes, Good Housekeeping, Martha Stewart, Prevention, The New York Times, TIME, TODAY, Woman's Day and more.

MEDIA RELATIONS HIGHLIGHTS

- 855 million impressions earned in FY'18 (July 1-April 6, 2018) via stories that highlight Alaska seafood. ([View a Highlight Video recapping coverage from July 1-November Here](#))
- 255+ secured media placements positively showcasing Alaska seafood to-date in FY'18.
- 200 new placements since January 31, 2018, including:
 - **Real Simple:** [How to Cook Salmon](#) and [Farm-Raised vs. Wild Salmon](#)
 - **Forbes:** [Crab Fight! Aboard Alaska's Quest to Be America's King of Crab](#)
 - **Associated Press Alaska Salmon Recipe:** [Cooking on Deadline: Salmon with Tarragon Vinaigrette](#) (Picked up by 87 outlets such as ABC News, The Washington Post and Chicago Tribune)
 - **Associated Press Alaska Cod Recipe:** [To Get Fish on the Dinner Table, Think of Using a Pouch](#) (picked up by 50 outlets such as The Washington Post, Chicago Tribune and ABC News)
- 4.89 billion impressions from 1,777 placements earned since FY'15 (February 1, 2015-April 6, 2018)
- 111 reporters, influencers and chefs experienced Alaska seafood in FY'18 events and Alaska FAM Trip



Digital Highlights

- 446,583 impressions, 482 clicks, 123,850 engagements, 120,958 three-second video views and 8,412 completed video views resulting from Facebook paid campaigns
- 421,300 impressions, 111,873 engagements, 44,619 three-second video views and 8,235 completed video views resulting from Instagram paid campaigns
- 19% increase in Twitter engagement rate
- 68% increase in Instagram engagements per post
- 6.3K Snapchat geofilter views in support of ASMI college promotions
- 2K engagements earned on retail/foodservice content

SEAFOOD INDUSTRY ACTIVITIES & EVENTS

Pacific Marine Expo 2017

ASMI sponsored and attended the Pacific Marine Expo in Seattle November 16-18, 2017. The event's new "Alaska Hall" was decorated with large, gallery style photos from ASMI's media library, all featuring the Alaska Seafood logo. Communications Director Jeremy Woodrow presented an Alaska seafood overview and update, and Andy Wink of McDowell Group presented on the recently released 2017 Economic Impact Report. ASMI hosted an informational booth distributing recipes, an infographic on the 2017 salmon harvest, and displayed a motiongraphic of the Economic Impact Report to the event's 10,000 attendees.

Kodiak ComFish 2018

ASMI was in Kodiak March 21-24, 2018 for Kodiak ComFish 2018. On March 21 ASMI co-sponsored a rockfish taco night along with the Alaska Marine Conservation Council and Kodiak Jig Seafoods. On March 22, as part of the ComFish forums, ASMI Communications Director Jeremy Woodrow partnered with Garret Evridge, McDowell Group Economist, to present an economic and marketing update of Alaska's fisheries. ASMI also hosted a booth at the ComFish exhibit hall where ASMI staff Jeremy Woodrow and Arianna Elnes interacted with members of the commercial fishing industry and residents of Kodiak.

ASMI Presents to Pacific Fisheries Legislative Task Force in Cordova

ASMI communications director Jeremy Woodrow presented an ASMI overview to the Pacific Fisheries Legislative Task Force in Cordova July 28, 2017. The task force is comprised of west coast legislators that collaborate on common fisheries issues throughout the western U.S. Participating states at the Cordova meeting were Washington and Idaho. ADF&G Commissioner Cotton also addressed the group.

ASMI Town Hall Meetings

The Communications team has continued hosting town hall meetings to foster an open dialogue directly with fishermen, as a result of the findings of the industry report card survey. ASMI Communications Director Jeremy Woodrow and McDowell Group Senior Seafood Analyst Andy Wink hosted an ASMI Town Hall meeting at Pacific Marine Expo in November 2017. ASMI Communications Director and McDowell Group Economist Garrett Evridge also presented at Kodiak ComFish in March 2018. Additional presentations held across Alaska in FY18 by Communications Director Jeremy Woodrow include: Copper River/Prince William Sound Salmon Harvest Task Force Fall Meeting; Sitka Fall Fishermen's Expo; Alaska Young Fishermen's Summit in Anchorage.

Alaska Symphony of Seafood

ASMI again supported the Alaska Fisheries Development Foundation's event, which encourages new seafood product development. A crowd favorite and grand prize winners for 2018 Premium Wild Caught Alaskan Cod with Lemon Herb Butter from Alaskan Leader Seafoods. The Seattle and Juneau People's Choice awards went to Jack Link's Salmon Jerky and Barnacle Kelp Salsa, respectively.

ASMI Participates at SWAMC

ASMI Communications Director Jeremy Woodrow was part of a four-person panel March 2, 2018 at the Southwest Alaska Municipal Conference in Anchorage. The title of the panel was “Adding Value in Alaska to Grow a \$4.2 Billion Industry.” Panelists included: Paula Cullenberg, Alaska Sea Grant; Garrett Evridge, McDowell Group; Stefanie Moreland, Trident Seafoods. The ASMI portion of the panel included a brief presentation that provided an update on consumer trends in the marketplace and included examples of ASMI international and domestic marketing efforts aimed at increasing the economic value of the Alaska seafood industry.

ADVERTISING AND UNDERWRITING

Fish Radio Alaska

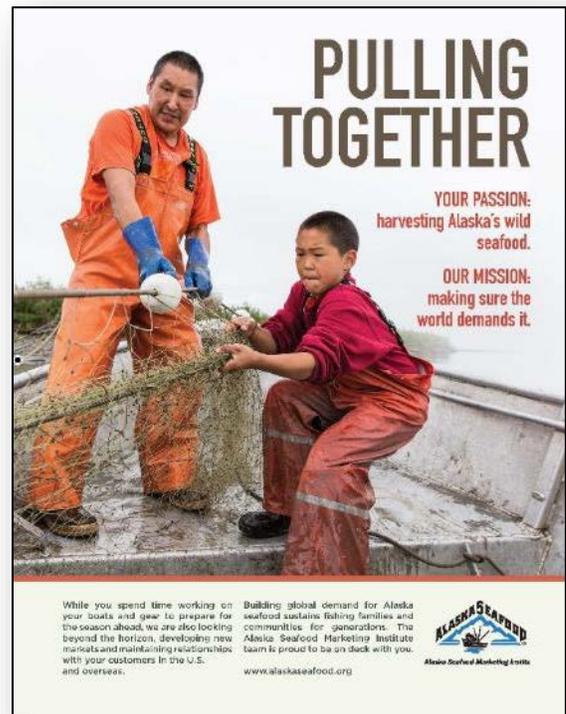
Written and produced by Laine Welch of Kodiak. Printed versions are published on seafoodnews.com and incorporated in Welch’s columns in several Alaska newspapers. Alaska Fisheries Report is aired on public radio stations statewide reaching many small Alaska communities plus Anchorage and Juneau, and is published in *National Fisherman*, *Pacific Fishing*, *Alaska Journal of Commerce*, *Coastal Journal*, and *Alaska Business Monthly*.

Industry Advertising: Sustaining Generations

The Communications program continues to run rotating ads to inform the Alaska commercial fishing industry (primarily fishermen, secondarily processing sector) about ASMI’s efforts to raise the value of the Alaska Seafood brand. The full-page ads run in *Pacific Fishing* and *National Fisherman*.

National Fisherman

National Fisherman, “Northern Lights” columns: This monthly column provides a national forum for Alaska seafood industry voices and issues. ASMI Communications staff coordinates the submissions, which typically requires a lead time of several months. Recent submissions include the 2018 Symphony of Seafood recap and a summary of the Technomic seafood consumer of the future secondary research.



PULLING TOGETHER

YOUR PASSION:
harvesting Alaska's wild
seafood.

OUR MISSION:
making sure the
world demands it.

While you spend time working on your boat and gear to prepare for the season ahead, we are also looking beyond the horizon, developing new markets and maintaining relationships with your customers in the U.S. and overseas.

Building global demand for Alaska seafood sustains fishing families and communities for generations. The Alaska Seafood Marketing Institute team is proud to be on deck with you.

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ALASKA SEAFOOD
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