

**DATE:** July 10, 2015  
**TO:** ASMI Board of Directors and Committee Members  
**FROM:** Tyson Fick, Communications Program Director  
**RE:** Communications Program Activity Highlights, November 2014 – July 2015

**Public Relations**

- Earned Media: Secured 319 positive articles resulting in an estimated 938 million impressions through earned media relations placements in Associated Press, New York Times, RealSimple.com, Allrecipes.com, FoodNetwork.com, FWx and more.
- Blogger Impressions: 7.1 million impressions through recipe blogger program resulting in 40 posts and 40 Alaska seafood recipes.
- NYC Event: Secured more than 30 chefs and editors at Alaska salmon tasting event in NYC from top tier national outlets including Food&Wine, Bon Appetit, Martha Stewart Living, Redbook, FamilyCircle, Real Simple and more.
- Summer FAM visits: Booked 10 editors from Martha Stewart Living, the Daily Meal, Eating Well, FoodNetwork.com, Bon Appetit, Refinery29, Glamour, Food Republic, Thrillist and Food Network/Cooking Channel and four top chefs: Tom Douglas, Anita Lo (Annisa, NYC), Andrew D'ambrosi (Bergen Hill, NYC), and Elizabeth Falkner.

**Top Story:**



Simple guide (with recipes) for mastering salmon seasonality



The Washington Post

abc NEWS

YAHOO!  
News

Global  
NEWS



San Antonio Express-News

**Overview:** *Associated Press* ran an in-depth feature on Alaska salmon, as well as five separate stories on each species with an accompanying recipe and photos. The features were picked up in top tier outlets including Washington Post, Yahoo! News, ABC News, Houston Chronicle, among others.

**Number of hits to date:** 201 articles via 77 different outlets

**Total impressions to date:** 620 million

- "Simple Guide (with Recipes) for Mastering Salmon Seasonality"
- "A Seasonal Salmon Primer: King Salmon (also Called Chinook)"
- "A Seasonal Salmon Primer: Coho Salmon (also Called Silver)"
- "A Seasonal Salmon Primer: Sockeye Salmon (also Called Red)"
- "A Seasonal Salmon Primer: Pink Salmon"
- "A Seasonal Salmon Primer: Keta Salmon (also Called Chum)"



**Alaska Salmon Burgers with Rhubarb Chutney**



**Wild Alaska salmon is a gift of spring**  
by Michele Kayal on May 21, 2015 in Alaska. Features



**Salmon: A Powerful Superfood for Every Type of Athlete**  
This nutrient-packed superfood has lots to offer for athletes aimed at peak performance



**WHY ALASKA WILL HAVE A RECORD SALMON HARVEST, WHETHER IT WANTS ONE OR NOT**  
BY MIKE POMRANZ | MAY 29 2015



**Alaska Salmon Featured on MasterChef Junior:** Wild Alaska salmon was featured on episode 6 of MasterChef Junior which airs prime time on Fox channels nationwide. Their first challenge was to break down the salmon into as many perfect fillets as possible in 30 minutes. Following the fillet challenge, the junior chefs had to make an Alaska salmon dish using their best fillet from the previous challenge.

### *Culinary Blogger Program*

**Objectives:** Target millennials, drive increased recognition for Alaska Seafood, secure coverage of Alaska Seafood recipes

**Program:** Collaborated with Clever Girls Collective to partner with 40 food, health/nutrition bloggers.

- Each blogger created a recipe featuring a canned, fresh or frozen Alaska seafood species and included key messages highlighting taste, sustainability, versatility and health benefits of Alaska seafood.
- Coverage was posted over four weeks (March 12 to April 10); timed to leverage Lent, weeknight meals and kid-friendly recipes. Many included the Seafood for all Seasons guide.



**Results:** 7.1 million impressions

- 40 blog posts, 40 Facebook posts, 80 tweets, and 40 Pinterest pins.
- Amplified coverage via dedicated ASMI Pinterest board and shared social posts on ASMI's Facebook and Twitter channels.
- Blogger social media coverage included a total of 40 Facebook posts and 80 Twitter posts.

### Media Relations

**Objectives:** Target local and national media, increase recognition for Alaska Seafood, secure coverage of Alaska Seafood recipes, nutritional benefits and related content.



**Program:** Created news engine to for ongoing media outreach. Announcements and pitches to date include:

- **Superbowl (February)** – Pitched recipe ideas to 175 editors and bloggers.
- **Lent and Valentine's Day (February)** – Pitched recipe ideas to hundreds of editors and bloggers.
- **Ryan and Sara Hall (March)** – Highlighted nutrition messaging targeting LA media, regional media, and national fitness outlets; secured interviews and coverage in *Pittsburgh Post-Gazette*, *NJ.com* and *The Active Times*.
- **Easter (March)** – Shared recipe ideas and Seafood for All Seasons calendar with short lead media.
- **Cinco de Mayo (April)** – Pitched Cinco de Mayo recipes with food bloggers, editors and

reporters.

- **Salmon Season Kickoff (April/May)** – Shared salmon guide and harvest release with national media; secured six Associated Press stories and additional coverage.

*NYC Tasting Event and Tasting Table Partnership*

**Objectives:** Increase recognition for Alaska Seafood; Integrate “Alaska” into food centric media for timely stories and future coverage; Raise awareness for salmon in advance of projected record harvest.

**Program:** Hosted tasting event for top-tier media at Tasting Table in NYC on April 30; After the event, reached Tasting Table’s influential audience (2MM subscribers, 1MM social followers) through advertorial email blasts, photos, etc.

- Chefs Anita Lo, Kim Sunee and Kirsten and Mandy Dixon demo’d salmon recipes.
- ASMI provided Ultimate salmon guide for future coverage.

**Results:**

- More than 30 top-tier media and chefs attended including reporters from Oprah, Real Simple, Martha Stewart, Thrillist, Prevention, Family Circle, Businessweek, Redbook, Food & Wine, Bon Appetit and Fine Cooking.
- Following the event, Tasting Table featured a gallery of images on their Facebook page reaching more than 400,000; in May they distributed custom advertorials and email blasts driving record breaking traffic to wildalaskaseafood.com



*FAM Trips – July and August 2015*

**Objectives:** Drive increased recognition of Alaska seafood; Integrate “Alaska” into food-centric media for timely stories and future coverage.

**Program:** Provide top-tier national media and culinary influencers a deep education on the purity of Alaska seafood via three FAM trips this summer.

- Culinary: Kirsten and Mandy Dixon’s Tutka Bay Lodge will provide a backdrop for culinary demonstrations and lessons about the region’s bounty.



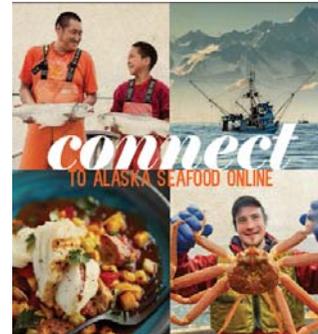
- Sikumi Boat: Two trips will take guests on a first-hand “sea-to-table” experience with fishing, visits to local processors, cooking and more.

**Results:**

- 10 editors from top-tier national media: FoodNetwork.com, Bon Appetit, Refinery29, Glamour, Food Republic, Thrillist, Food Network/Cooking Channel, Eating Well, the Daily Meal and Martha Stewart Living.
- Four chefs: Seattle chef Tom Douglas, NY chefs Anita Lo (Annisa), Andrew D'ambrosi (Bergen Hill, NYC) and Elizabeth Falkner.

*Social Media*

In coordination with domestic advertising and PR efforts, ASMI has amplified social media efforts by expanding our presence and activity on numerous social media platforms including Facebook, Twitter, Instagram, Pinterest and YouTube. Through consistent communication, there has been a significant increase in fan engagement and followers on all platforms. ASMI engages with fans by regularly posting content such as Alaska seafood recipes, harvesting information, and Alaska facts, as well as answering consumer and industry questions. During the third Fishing Families Photo Contest ASMI conducted a successful Facebook Fan Favorite promotion which



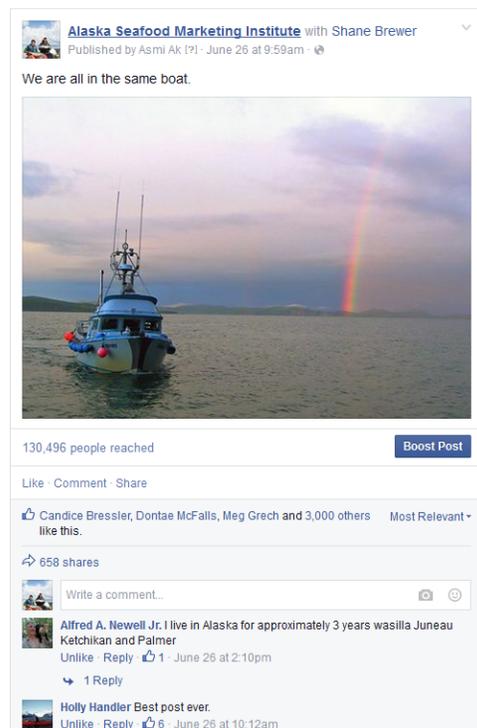
resulted in a surge of traffic leading to new fans.

**Objectives:**

- Improve Brand Recognition
- Expand Online Presence
- Create a Two-Way Dialogue – Expand beyond one-way promotional content to creating a two-way dialogue with influencers and customers
- Support PR, Sales and Marketing by cross-promoting marketing activities such as events, blog posts, etc. on Facebook, Instagram and Twitter

**Program:**

- Launched new editorial focus areas
- Developed and executed monthly social editorial calendars for Facebook, Instagram and Twitter including upcoming campaigns, events, news and content
- Curated visuals and creation of copy for Facebook, Instagram and Twitter



- Launched sockeye salmon paid Facebook pilot and additional June engagement and click-driving paid initiative
- Created a more integrated partnership with Chateau Ste. Michelle
- Monitored and flagged proactive engagement and real-time content opportunities on Facebook, Instagram and Twitter
- Provided monthly reporting, analysis and recommendations

*Digital and Social Results*

- **Twitter:** Average engagements have increased 55% from 4.2 to 6.5, when comparing the last six months to the six months prior. (June 20, 2014 – Dec 19, 2014 vs. Dec 20, 2014 - June 20, 2015)
- **Facebook:** Facebook links have now increase 69% from 80 to 135, when comparing the last six months to the six months before that. (June 20, 2014 – Dec 19, 2014 vs. Dec 20, 2014 - June 20, 2015)
- **Instagram:** Over the last three months, average engagements per photo have increased 48% from 27 to 40 when compared to the prior three months. (Time Frame: Dec 20, 2014- February 20, 2015 vs. February 20, 2015 – June 20 2015). Note: There were no posts from Dec 2014 to Jan 2015
- **Online conversation:** increased 42% across blogs, Twitter and traditional media when looking at May 2014-Oct 2014 compared to Oct 2014-June 2015.



*Wheel Watch: Newsletter to the Fleet*

In a continuous effort to communicate with the owners of the Alaska Seafood brand - the hardworking fishermen - the Communications Program produced a fleet newsletter summarizing the marketing activities over the course of the past year. Wheel Watch - ASMI's Report to the Fleet - was distributed to the Alaska Commercial Fisheries Entry Commission permit holder database along with the Alaska crewman database – over 36,000 people.

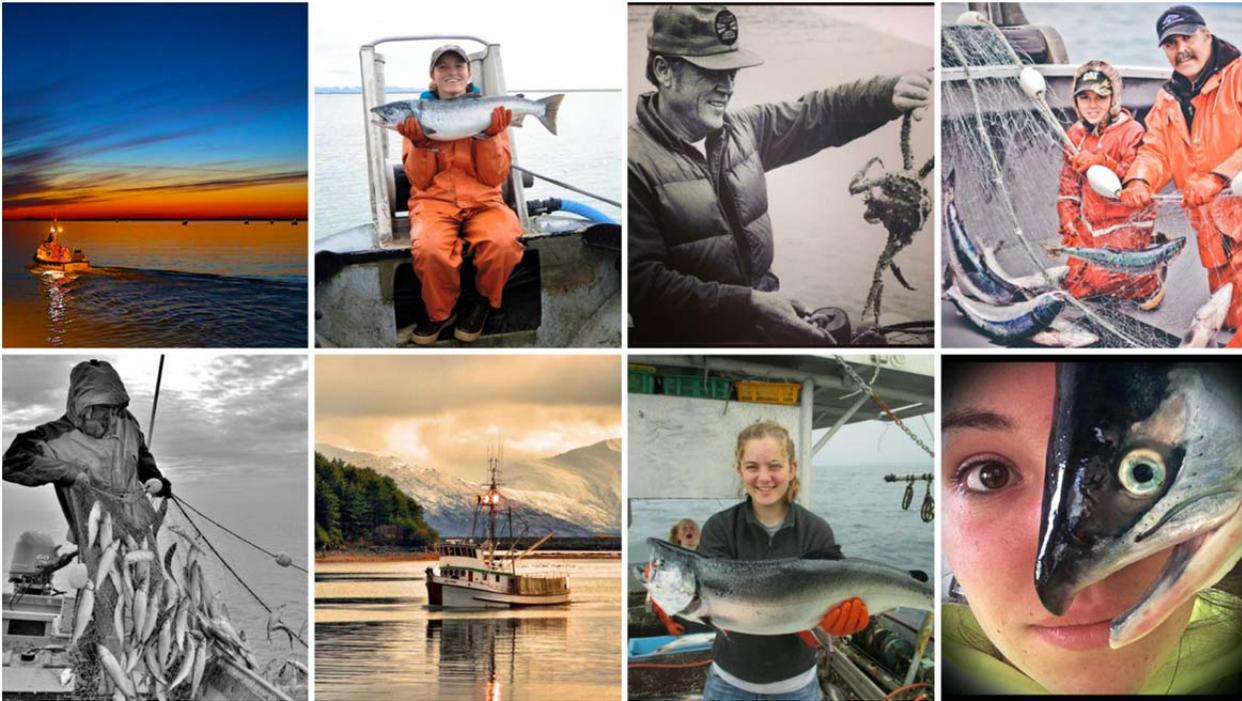


## ALASKA SEAFOOD FISHERMAN AMBASSADORS

In November 2014, ASMI launched a new opt-in Alaska Seafood Ambassador program. The online database allows Alaska fishermen to sign up and provide information about themselves and the fisheries they are involved in. The ongoing program will allow ASMI to use the database information to identify those Alaska fishermen who are willing to help bring Alaska Seafood's story to life, be it through interviews, personal profiles, photo shoots, speaking to guests during media tours or attending events in their hometown.

### *Alaska Fishing Families Photo Contest*

In November, ASMI held the third Alaska Fishing Families Photo Contest. Through the effort, ASMI received over 900 entries - over 200 more than the last time. The contest was an overall success having received many high-quality photos which all have unlimited usage rights as spelled out in the photo contest rules.



## *Website Redesign*

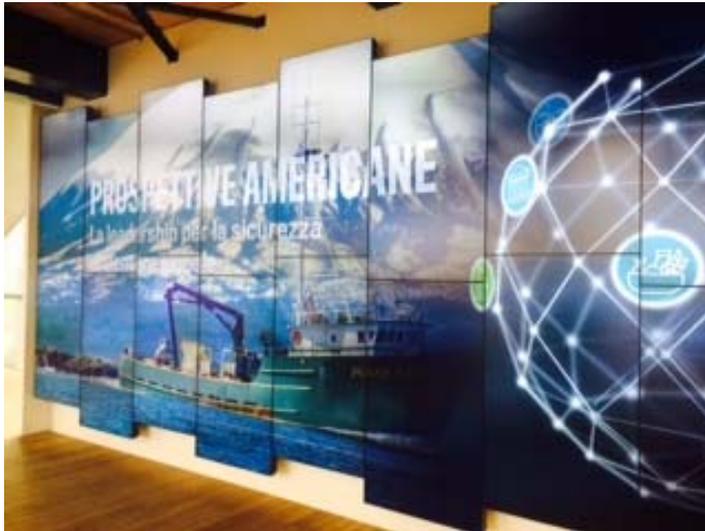
ASMI's corporate website, [www.alaskaseafood.org](http://www.alaskaseafood.org), is being redesigned under the management of the Communications Program. A request for proposal was issued and proposals were accepted through April 3, 2015. The purpose of the redesign is to create a new and improved business-to-business website with enhanced navigation and an updated design. The goal is to keep the website relevant and performing for the Alaska Seafood industry, State of Alaska, and Alaska Seafood customers. The work on the website build is happening now.

## *Eat Alaska Project: An Alaska Grown and ASMI Partnership*



The Eat Alaska project is underway. A partnership between ASMI and Alaska Grown, this promotion meets Alaskans at all the places they buy food - the grocery store, restaurants, and farmer's markets - and motivates them to select Alaska seafood and Alaska grown products. The promotion includes tote bags, banners, and recipe cards with recipes submitted by 20 chefs from all around Alaska. The #eatalaska campaign is already being picked up at farmer's markets and retailers like Safeway and Costco. This promotion commenced in June around the state and positions Alaska seafood as an essential flavor and economic component of Alaska's food universe that supports families and communities around the state.

## Milan Expo



Alaska Seafood has become a sponsor partner of the USA Pavilion at Expo Milano 2015. The USA Pavilion theme is: "American Food 2.0: United to Feed the Planet. Using interactive exhibits and state-of-the-art digital media, the USA Pavilion at Expo Milano 2015 highlights American industry, products, and entrepreneurship within the contexts of sustainability, nutrition and health, technology and innovation. Alaska Seafood Marketing Institute is an essential voice for wild seafood at this event, which has otherwise been dominated by aquaculture interests. It capitalizes off our relationship with the

James Beard Foundation and positions Alaska Seafood as a world leader in sustainable seafood policy.

ASMI has provided quotes, logos, photo assets and mission statements that have been integrated into the American Food 2.0 exhibit at the USA pavilion (see photos).

Additionally, ASMI has provided a 90-second video depicting the exciting action, family business and pristine environment aspects of Alaska's seafood industry. This video will be on a rolling feed in the USA Pavilion's Food Truck Nation- an interactive site where Pavilion visitors can sample the best of American food, including Alaska seafood.



We supplied approximately 1400 kg of frozen Alaska sockeye salmon, 250 kg frozen Alaska black cod, 200 kg frozen Alaska cod and 250 kg frozen Alaska king crab. The sockeye salmon is featured on the menu in the Food Truck Nation exhibit. The black cod, true cod and king crab will appear on the menu at the James Beard House restaurant in downtown

 USA Pavilion 2015 @USAPavilion2015 · 34m  
Sustainable @Alaska\_Seafood via Mexico in Milan: guacamole, Alaskan king crab, crispy tortilla by @Rick\_Bayless #JBAR  
👤 Mitchell Davis, Beard Foundation, ICC and 6 others



Milan. All seafood will be available for chef demonstrations and other events (see photo).

On June 8, World Oceans Day, the USA Pavilion Rooftop Terrace hosted a cooking demonstration by Chef Rick Moonen using wild Alaska sockeye salmon provided by the Alaska Seafood Marketing Institute. Chef Moonen and representatives from Monterey Bay Aquarium discussed the importance of sustainable seafood during the World Oceans Day celebration.



Coming up: ASMI representatives and the USA Pavilion organizers are working to develop a signature event for our sponsorship benefits to coalesce around. One prospective event in discussion is an Alaska Day celebration in October, aligned with Alaska chefs Kirsten and Mandy Dixon featured engagement at the James Beard House restaurant on October 13 and 14.

### **Seafood Industry Activities and Events**

**Pacific Marine Expo:** November 19-21, Seattle ASMI had a booth at the Expo where Alaska seafood marketing materials and educational information was distributed to attendees.

**Alaska Food Festival and Conference:** ASMI sponsored the Alaska Food Policy Conference inaugural event which lead discussions around numerous food security and community issues. Alaska seafood recipes, health information and various publications were distributed.

**Alaska Symphony of Seafood:** For the 22<sup>nd</sup> consecutive year, ASMI supported the Alaska Fisheries Development Foundation's event which encourages new product development. This year there was a new product category, Beyond the Plate, which included consumer ready products made of by-products.

**UFA Board Meetings:** ASMI attends and typically presents or is available for questions at UFA board meetings.

**SWAMC Conference:** Presented on global salmon markets and ASMI marketing efforts at the SWAMC annual conference in Anchorage in March.

**Go Wild Alaska Style:** This year's Alaska party at the Boston Seafood Show was once again a success and remained the most sought after ticket at the show. Following the event, ASMI reached out to over 400 of the event attendees thanking them for their support and attendance and encouraging them to sign up for the ASMI Marketing Update and RFM e-newsletters.

**ComFish:** ASMI exhibited at the annual ComFish event in Kodiak on April 2-4. The event is the largest and longest running commercial fishing tradeshow in Alaska.

**Maritime Festival:** ASMI will be exhibiting at the Juneau Maritime Festival on May 9, 2015. ASMI is a sponsor for the local event that celebrates maritime culture, community and commerce.

### **Advertising and Underwriting**

**Fish Radio Alaska** (written and produced by Laine Welch, printed pieces also carried on seafoodnews.com, material also incorporated in Welch's columns in Alaska newspapers),

**Alaska Fisheries Report** (carried on public stations reaching many small Alaska communities, Anchorage and Juneau), **National Fisherman**, **Pacific Fishing**, **Alaska Journal of Commerce**, Coastal Journal, **Alaska Business Monthly**.

**National Fisherman, "Northern Lights" columns:** ASMI and Alaska seafood industry leaders nurtured the creation of this column as a national forum for Alaska seafood industry voices and issues. ASMI communications staff coordinates the submissions.

**Seafood Marketing Information Service (SMIS) McDowell Group:** The Communications Program works closely with the McDowell Group to vet any economic queries from the press, industry members and customers regarding Alaska seafood.