**Consumer Public Relations Measurement**

The Alaska Seafood Marketing Institute (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. The following factors are always considered within measurement of the program as they have a direct impact on performance in any given year.

- Consumer PR budget allocation and mix of activities approved including hard cost funding.
- Lead and lag time for Consumer PR investment to produce initial coverage. Investment in media relationships can sometimes take years to produce a result (hit/coverage).
- Budget fluctuations for Consumer Advertising from year-to-year impact PR results.
- The ad value rate ASMI uses is very conservative. ASMI’s Consumer PR program does not include or count any coverage that is a result of advertorials or advertising.
- Availability of Alaska seafood species.
- Significantly increased or reduced competitive investment by competing seafood and proteins such as beef, pork, or chicken.
- Environmental and economic factor.

*Note: Unique events like ASMI’s support of Top Chef: Seattle can cause one-time spikes in the annual MVR figures that will not be reflected in previous or future periods.*
Overview

The Media Relations Activities portion of the ASMI Consumer PR Program focuses on developing relationships with key media (identified based on research and audience criteria), pitching ASMI-related stories to media, distributing announcements on key Alaska activities, providing a broad range of support to media outlets including product, and conducting proactive outreach to rebut and correct stories and media developments as needed.

Pitching and Media Outreach

Carefully researched past work, interests and beats of target journalists and media outlets. Pitched appropriate key messages, story angles, content and spokespeople. Following are key highlights of the stories and pitches developed by the media relations program. Stories developed in FY13:

“Virtues of Name Calling”
“Comfort Food”
“Winter Well-Being with Vitamin D and Alaska Seafood”
“Kids and Vitamin D”
“Pregnancy and Omega-3”
“Lean, Clean Protein from the Sea”

“Grilling Tool Kit”
“Affordable Seafood”
“Intro to the species: halibut & black cod campaign”
“Soups & Chowders”
“Seafood on the Go/Seafood Snacking”
“Fresh Holiday Recipes”

Product Distribution

The following media outlets are a selection of those that have received shipments of product sourced from Alaska suppliers in FY13. (note: other outlets meeting the defined criteria for product pitching have received offers throughout the year, but not all publications are permitted to accept)

Parenthood Magazine
Edible Front Range
EatingWell Magazine
Parenting/BabyTalk
Coastal Living
Saveur
Home Care for You
Sippity Sup
The Wicked Noodle

Inspired Taste
Carrots N’ Cake
Gluten Free Girl
Fountain Avenue Kitchen
Realistic Nutritionist
The Kitchn
BBQ Grail
Seafood Lady
Pescetarian Journal

Food For My Family
A Less Processed Life
Noble Pig
Stay at Stove Dad
Joy the Baker
Damn Delicious
Culinate
Real Simple
Bon Appetit
Media Outreach and Follow-Up

Pitching and relationship building with the media has brought much success to the first part of FY13. Connections have been made with large news media outlets such as Huffington Post and NPR, smaller outlets like Asbury Park Press, and other regional newspapers both in print and online. Pitches tailored to broadcast have produced a number of stories on Alaska seafood from well-known shows like The Splendid Table and Martha Stewart’s Cooking School. ASMI’s partnership with Alaska Seafood Culinary Alliance members has produced media coverage from The Today Show and Access Hollywood.

Targeting magazines like Coastal Living, Food & Wine, Men’s Fitness, Cooking Light, Fit Pregnancy, and many others has produced media coverage reaching millions of magazine subscribers and readers both online and in print, and will continue to do so.

Research has shown that Gen Y, a key target demographic, often turns to online sources of food, health and nutritionist writers such as Culinate, Gluten-Free Girl, Joy the Baker, Fit Bottomed Girls and Foodie Physician for recipes, nutrition info, tips on preparation and information on sustainability. Over the past three quarters, the Consumer PR Team has worked with close to 100 food writers, to educate and build awareness of Alaska seafood.

Press Releases and Media Alerts Distribution

Coordinated the writing and distributing of press releases and media alerts as well as posting to ASMI online Press Rooms. The press releases and media alerts below were distributed to appropriate outlets including: consumer magazines, newspapers, broadcast outlets, food writers, freelancer journalists, in-state Alaska & seafood media, or retail contacts (foodservice handled directly by Foodservice Program).

08/13/12  Alaska Seafood Marketing Institute Announces New Executive Director
08/30/12  Alaska’s Fall Pacific Cod Season Opens Today
09/06/12  Alaska Seafood’s Quick Reference Guide Goes Mobile
09/27/12  Alaska’s Abundance Feeds National Seafood Month
10/12/12  Alaska King and Snow Crab Fishing Opens in Bristol Bay and the Bering Sea
01/16/13  Nation’s Largest Sustainable Fishery Opens Sunday in Alaska
03/21/13  Alaska’s Halibut and Black Cod Harvest Season Opens Tomorrow
Proactive Outreach on Key Issues

Monitored seafood industry news, developed FAQs and sound bites to address key issues, drafted media corrections and letters to the editor, and conducted follow-up on inaccuracies. Outlets contacted during FY13 include:


In addition the Consumer PR team provides special messaging and supporting activities as needed including:

- Developing statement from ASMI addressing possible Yukon/Kuskokwim Disaster Declaration.
- Developing talking points to address “mushy halibut syndrome.”
- Updating China export sound-bites with current figures from FOA and Governor's Office in response to media question.
- Developing Alaska cod purity statement to address recent concerns in Japan.
- Collecting MSC/Alaska FAO-Based RFM Certification press for MSC Binder updates.
- Developing talking points to address recent salmon listeria outbreak.
- Monitoring recent report on mercury (industry and consumer coverage) and responded to reporters about mercury in seafood.

Schiedermayer Alaska staff also monitors developing issues to present strategic messaging and outreach options to anticipate any potential proactive outreach needs stemming from new developments in Alaska and beyond.
Consumer Brand Awareness Research

Worked with Illuminate Research to complete the fifth year of Baby Boomer consumer brand awareness research and the third year of Gen Y consumer brand awareness research.

- Facilitated changes to ASMI Consumer Brand Awareness questionnaire.
- Fielded consumer brand awareness research for Boomer and Gen Y target audiences.
- Directed conference call to review topline findings to ASMI retail and foodservice.
- Incorporated findings into strategic planning.

Media Monitoring and Reporting

As part of the Consumer PR Program, the Schiedermayer Alaska team provides extensive reporting on activities and results to ASMI on a weekly, monthly and quarterly basis.

Monitoring

- Ongoing monitoring of Vocus media reporting, Google alerts and social media for stories and opportunities relating to Alaska Seafood.
- Weekly Consumer PR Media Recap.

Reporting

- Monthly PR executive summary & budget updates.
- Quarterly PR forecasting reports.
- Quarterly PR budget reports.

Presentations at ASMI board meetings & key Foodservice & Retail committee meetings

- Consumer PR updates for board packets and presentation at board meetings.
- Consumer PR activity updates.

FY14 Planning

In line with direction from ASMI Program Directors, Schiedermayer staff prepares a draft plan and budget for the following fiscal year for review and Board approval.

The process is inclusive of:

- FY14 strategic planning recommendations.
- Development of draft FY14 Consumer PR plan.
- Draft FY14 Consumer PR budget.
Expansion of the Alaska Seafood Chef Alliance

The Alaska Seafood Chef Alliance (ASCA) is one of the Consumer PR Program’s most powerful means of connecting with Alaska seafood consumers. As part of the FY13 plan, ASCA was expanded to include additional highly engaged members who are excited about opportunities for working with ASMI.

A total of 21 chefs were selected for invitation based on a number of factors including:

- Geographical location – to diversify the ASCA support network and provide new resources in various markets.
- Leadership position – members of ASCA should be chefs who can inspire not only home cooks but also their peers in the foodservice and retail industries.
- Seafood use – a strong existing commitment to Alaska seafood was not mandatory (though certainly desirable), but the chefs needed to demonstrate consistent and proficient use of seafood on their menus.
- Media interest – as much as possible, chefs were targeted based on their proven track record of appealing to print and television media.

Joining the 18 chefs already on the alliance, the following eight exceptional chefs from around the country have been added to the ASCA roster:

- Hugh Acheson, The National, Atlanta
- Anita Lo, Annisa, New York
- Tony Maws, Craigie on Main, Boston
- Giuseppe Tentori, GT Fish & Oyster, Chicago
- Erik Slater, Seward Windsong Lodge, Seward
- Jason Porter, Alyeska Resort, Girdwood
- Rick Moonen, RM Seafood, Las Vegas
- Roy Yamaguchi, Roy’s, National

Results: Adding these chefs will provide ASMI with additional resources in a diverse group of target markets as well as providing additional strength to culinary-based consumer outreach. Furthermore, each chef brings a network of media and culinary connections that ASMI can now utilize to promote Alaska seafood.
Alaska Seafood Prepared Foods Challenge

The Consumer PR team coordinated the outreach and planning for the first Alaska Seafood Prepared Foods Challenge. Retail chefs are unsung heroes in the battle for good eating. Restaurant chefs get all the attention, but we know that each day culinary professionals in the retail sector are preparing healthy, delicious, and affordable meals for legions of busy, discerning shoppers. This contest was designed to encourage U.S. retail chefs to develop recipes for retail outlets using Alaska seafood and was timed with National Seafood Month.

Alaska culinary experts judged the recipes for flavor, creativity, nutritional profile, shelf life, and overall food cost. The winner received an all expenses paid three day/two night trip for two to Alaska courtesy of the ASMI. The four remaining category winners each received a $500 Visa Gift Card. Categories & Winners:


Best Alaska Seafood Hot Entrée: “Thai Curry Quick Alaska Cod with Instant Basmati” by Executive Chef Jeff Anderson, Director Culinary Innovation, Consumer Brands, Safeway, Inc.


Results: Increased awareness of ASMI as a resource amongst the consumer-facing Retail Chef community while also providing a range of recipes and photographs for use in future ASMI outreach. Subsequent media outreach resulted in a ASMI hit in Progressive Grocer.
Meet Your Biologist / Fisherman Project

The Meet Your Biologist / Fisherman Project produces videos for the Wild Alaska Flavor website with experts in Alaska seafood and builds media resources. Key ASMI messages and valuable industry insights are found throughout the videos, which are hosted on the Wild Alaska Flavor website and on YouTube.

Schiedermayer Alaska staff collaborated with the Communications Program in the planning and production of the video series.

Alaska Seafood Experts interviewed:

- Tim Sands (ADFG), Westside Bristol Bay Management Biologist
- Craig Rose (NOAA), By-catch & Gear Improvement Research
- Pat Shields (ADFG), Area Management Biologist, Upper Cook Inlet
- Jan Rumble (ADFG), Area 1 Dive Fisheries Project Leader
- Sgt. Paul Fussey (DPS), Alaska State Troopers
- Mindy Heyano, Bristol Bay fisherman
- William Johnson, Bristol Bay fisherman

Responsible Fisheries Management
Tim Sands
Full Video Here

Bristol Bay Fisherman
Mindy Heyano
Full Video Here
Background

For the past three seasons Schiedermayer Alaska staff has explored opportunities for ASMI to work with the popular chef competition show “Top Chef” on the Bravo network. While efforts in the first two years ran into budgetary constraints, this most recent season finally afforded the opportunity for ASMI to partner with other Alaska agencies and local businesses to bring Top Chef: Seattle to Alaska. The appearance was comprehensively supported by the Consumer PR team working in conjunction with the Communications Program.

Top Chef: Seattle on Bravo

Alaska’s wild, natural and sustainable seafood starred in two installments of Bravo’s Top Chef: Seattle set in Juneau, Alaska.

“Kings of Alaska” aired on February 6, 2013 and “Glacial Gourmand” aired on February 13, 2013. Each episode drew roughly 1.7 million viewers, with Alaska seafood taking center stage in both challenges. Both episodes appeared a minimum of two other times to expand the show’s audience (though media value was calculated using the original airing only).

A selection of recipes seen on the Top Chef: Seattle Alaska episodes:

• Alaska Crab with Crab Miso Soup, Pine-Smoked Asparagus and Charred Corn
• Alaska Sockeye Salmon and Broth with Mustard Seed Caviar and Grilled Dill Sourdough
• Alaska Halibut with Smoked Sockeye Salmon
• Pan-Roasted Alaska Halibut over Panzanella Salad with Red Currant & Beet Vinaigrette
• Pan-Roasted Alaska Rockfish, Spot Prawns, Baby Vegetables & Dashi
Top Chef: Seattle Activities & Media

To promote the Alaska episodes of Top Chef and help increase their reach, the Consumer PR team conducted outreach to groups of ASMI supporters:

Alaska Seafood Culinary Retreat Attendees
- Announcement emails to build awareness for Alaska episodes
- Encouragement to tweet using the #wecookalaska hashtag

Alaska Seafood Chef Alliance
- Announcement emails to build awareness for Alaska episodes
- Encouragement to tweet using the #wecookalaska hashtag
- Assistance with tweet drafting

The Consumer PR team also conducted a variety of targeted media outreach activites to both support the episode airings and to use the prominence of Top Chef to generate additional media and consumer interest in Alaska seafood. Outreach included:

- “Wild Alaska seafood stars in last week’s episode of Top Chef: Seattle”
  - Consumer Media E-Blast
- “Wild Alaska Seafood Stars on Top Chef: Seattle”
  - Full Recap Industry E-Blast
- “Alaska Seafood Inspiration from Top Chef: Seattle”
  - Blogger & Digital Outlet Pitch
- Social Media Support
  - Drafted episode specific posts

Results: The two episodes themselves added a substantial amount to the FY13 Media Value report, rivaled only by the contribution of Iron Chef America in 2010 (note: these types of unique activities cause spikes in MVR figures that do not correlate with prior or future year performance data). The episodes also produced a large number of Alaska seafood hits in Top Chef related media.

Combined audience size of media generated: 63,898,696
Combined Media value: $11,732,394.20*
*For media valuation of the show, we have conservatively counted only the original airings. Broadcast media values of the shows were calculated using TV Eyes for Vocus. Online media value determined by Vocus.
Alaska Seafood Culinary Retreat, September 1 – 5, 2012, Talon Lodge, AK

As part of FY13’s push to develop additional ‘brand ambassadors’ for wild Alaska seafood, ASMI held its first-ever Alaska Seafood Culinary Retreat at the Talon Lodge in Sitka, AK. Eight leading digital food writers came together with two members of the Alaska Seafood Chef Alliance, with support from ASMI and Schiedermayer staff, for three days of intensive, hands-on Alaska seafood education. Highlights included: a visit from Captain Steve Fish of the F/V Kariel, a 66-foot longliner out of Sitka for a lunch Q&A and boat tour; Q&A session with Bill Davidson of the Alaska Department of Fish & Game on Alaska’s fishery management systems; Sustainability 101 session presented by Larry Andrews of ASMI; firsthand experiences of Alaska’s fisheries through fishing and crabbing; and wildlife viewing including a hike along a salmon run.

Each day of the retreat focused on a different category of Alaska seafood — salmon, shellfish and whitefish— with the chefs presenting fabrication and cooking demonstrations followed by dinners featuring that day’s wild Alaska seafood, prepared with the assistance of attendees. The Alaska Seafood Culinary Retreat received high marks from attendees as both a memorable experience and valuable source of seafood education. Furthermore a number of attendees have served as spokespeople for ASMI at other events throughout the year and have also provided ASMI with great opportunities to extend reach, which was one of the key goals of the program.

Attendees:

Kristy Bernardo, The Wicked Noodle
Susan Bronson, A Less Processed Life
John Donahue, Stay at Stove Dad
Aran Goyoaga, Cannelle et Vanille
Greg Henry, Sippity Sup
Marla Meridith, Family Fresh Cooking

Beatrice Peltre, La Tartine Gourmand
Helen Rosner, Saveur
Chef Dan Enos, The Oceanaire Seafood Room
Chef Patrick Hoogerhyde, The Bridge
Larry Andrews, ASMI
Bertram Whitman, Schiedermayer Alaska

Results: The Alaska Seafood Culinary Retreat developed a cadre of deeply knowledgeable, leading food writers who have been able to act as brand ambassadors for Alaska Seafood. Participants have subsequently participated in several ASMI events and promotions, and have continued to write favorably about their experience and Alaska seafood on some of the food world’s most admired online outlets. Combined audience size of media generated: 1,493,076

Click here for images and video from the Alaska Seafood Culinary Retreat.

ASMI worked with *Kitchen PLAY* for the “2012 *Kitchen PLAY* Seafood Boil” in Ventura, CA at The Jolly Oyster restaurant. Bloggers leading the event included *Duo Dishes* – a past ASMI partner in promotions such as Fish Taco – and *Sippity Sup*, who had already been invited to the Alaska Seafood Culinary Retreat. The event was attended by food writers and consumers from throughout Southern California and provided a great venue for demonstrating how ASMI can leverage its blogger partners; sending product to the event for tasting and providing recipes and sustainability material for distribution. *Kitchen PLAY* Seafood Boil attendees enjoyed Alaska Cod Quesadillas, Alaska Surimi Lettuce Cups, Alaska Smoked Salmon Pasta Salad and Alaska Sockeye Salmon Sliders.

**Results:** In addition to generating favorable online postings, both *Duo Dishes* and *Sippity Sup* went on to participate in additional ASMI activities throughout the rest of FY13 and will continue serving as great partners in FY14. *Combined audience size of media generated: 28,473*

Click here for images from the *Kitchen PLAY* Seafood Boil.

City Harvest Bid Against Hunger, October 20, 2012, New York, NY

ASMI once again supported ASCA Chef Ben Pollinger at this fundraising event for one of his charitable partners, City Harvest, by providing Weathervane scallops for the Oceana station. As always the Alaska seafood was a favorite for the evening’s attendees and ASMI’s participation was gratefully received by the event organizers.

**Results:** This event has provided a great example for how ASMI supports its ASCA chefs, aiding in the recruitment of new members. Furthermore, Chef Ben Pollinger has continued his excellent support for Alaska seafood, most recently in an excellent appearance on *The Today Show*.

Click here for images from City Harvest Bid Against Hunger.
Foodbuzz Blogger Festival, October 19 – 20, 2012, San Francisco, CA

ASMI was once again the Sustainability Sponsor for this annual event of over 300 food writers from across the country. Sponsorship included a booth at the Tasting Pavilion and sustainability signage featuring the ASMI logo. Schiedermayer staff also negotiated advertising on Foodbuzz networked sites, an additional value compared to the previous year. In addition to ASMI and Schiedermayer staff, ASMI was represented by ASCA Chef John Ash, fisherman Zach Hill, and two attendees of the Alaska Seafood Culinary Retreat: Kristy Bernardo of The Wicked Noodle and Greg Henry of Sippity Sup.

Chef John Ash conducted on-site demonstrations for salmon, crab and halibut, answered questions and distributed samples of *Wild Alaska Snow Crab Cakes with Tarragon Aioli* and *Wild Alaska Halibut in Malay Coconut Curry*. Fisherman Zach Hill also fielded questions about his life as an Alaska fisherman while Kristy Bernardo and Greg Henry served as Alaska Seafood Ambassadors, imparting their knowledge of the Alaska seafood industry, sustainability and working with ASMI to other food writers in attendance.

**Results:** The event produced a number of media contacts that Schiedermayer staff was able to target in outreach and promotions throughout the remainder of FY13. *Combined audience size of media generated: 500,912*

[Full gallery of images from Foodbuzz Blogger Festival available here.](#)

IACP Annual Conference, April 5 – April 9, 2013, San Francisco, CA

Karl Uri of ASMI and Hillary Walker of S&A attended this year’s IACP Annual Conference. ASMI played a prominent role in the 35th annual International Association of Culinary Professionals conference in San Francisco, which was attended by nearly 3000 culinary professionals. ASMI partnered with Kikkoman in a central booth during the culinary expo and served samples of Alaska snow crab with dipping sauces developed by Kikkoman. ASMI also sponsored the IACP awards ceremony and provided halibut and cod for the party that followed. The annual IACP conference provides opportunities to connect with culinary professionals, learn about the latest food trends, and share the story of Alaska seafood.

**Results:** Networking with Julia Rutland of *Coastal Living*, Nancy Wall Hopkins of *Better Homes and Gardens*, Sara Kate Gillingham-Ryan of *The Kitchn*, Faith Durand of *The Kitchn*, Dana Bowen of *Everyday with Rachael Ray*, and Christy Rost, TV Chef and PBS host, strengthens and provides opportunities for collaboration that benefits Alaska seafood in the media.
Overview

Schiedermayer Alaska staff are currently working with the Communications Program to support planning and execution of two upcoming media events. Though the Southeast Media Tour will occur in FY14, it is included here as the bulk of planning will be done in FY13.

Great Alaska Seafood Cook Off (GASCO) Press Trip, May 13 – 18, 2013, Alaska

Chef judges of the Great Alaska Seafood Cook Off will attend a spring tour of Southcentral Alaska’s favorite fishing towns. This event, sponsored by ASMI and coordinated by Schiedermayer Alaska, will take chefs will visit Seward for a behind-the-scenes tour of the Alaska Sealife Center, to dig for razor clams in Kenai, and to experience the halibut fishery firsthand in Homer, Alaska.

Chef Judges drawn from the Alaska Seafood Chef Alliance are: Brian Malarkey of Searsucker, Burlap, Gingham, Gabardine, Herringbone in San Diego; Jason Porter of Crush in Seattle; Jesse Ziff Cool of Cool Cafe, Flea Street in Menlo Park, CA; and Chef Stefani Marnon from Juneau, AK. ASCA chef Erik Slater of Resurrection Roadhouse in Seward will also attend the tour.

Let’s Make Media in Seattle will provide videography services, taking advantage of the chefs’ gathering to film intros for cooking videos, record footage of the Great Alaska Seafood Cook Off, and record footage for future video projects.

Southeast Media Tour, July 29 – August 4, 2013, Petersburg, Alaska

The 2013 Southeast Alaska Media Tour, scheduled for July 29 – August 4, 2013 and planned in conjunction with the Communications Program, will take place on the M/V Sikumi. Guests will depart from Juneau, visit the communities of Hoonah, Tenakee Springs, and Kake, and end in Petersburg. Along the way, participants will observe many kinds of commercial fishing, learn about Alaska’s sustainable management methods, and meet fishermen, biologists, and foresters.

Invitations have been sent to: Sarah Copeland, Real Simple; Raphael Kadushin, Conde Nast Traveller and Bon Appetit; Peter Jon Lindberg, Travel and Leisure; Janice Wald Henderson, Bon Appetit and Gourmet; Daniel Klein, The Perennial Plate; Jill Melton, Relish; Mark Bittman, The New York Times; Kiri Tennenbaum, MSN Delish; Hilary Meyer, EatingWell; Julie Grimes, Cooking Light; Cambria Bold, The Kitchn; Adam Platt, New York Magazine; Ryan D’Agostino, Esquire; and Paul Kita, Men’s Health, Holly Kapherr, Parenting/BabyTalk and others.
Total Broadcast Audience: 12,298,243
Total Broadcast Media Value $11,919,982.06
Broadcast Outlets YTD (full list available upon request)

Access Hollywood
“Border Grill Recipes: Cooking with Tequila”
Audience: 2,800,000
7/23/2012
View Video

The Today Show
“Alaskan Cod with Veggies”
Audience: 1,970,707
3/1/2013
View Video

Martha Stewart’s Cooking School
“Whole Poached Salmon”
Audience: 1,000,000
3/19/2013
View Video
Highlighted Hits in Print Media

Total Print Circulation: 17,156,125
Featured in 16 Print Titles YTD (full list available upon request)

Total Print Media Value $2,196,900

Women’s Health “Ripe with Possibility”
July 2012
Circulation: 1,561,500
View Full Article

Eating Well “Catch of the Day”
April 2013
Circulation: 600,000
View Full Article

Coastal Living “Let’s Get Cracking”
February 2013
Circulation: 3,447,000
View Full Article

Fit Pregnancy “Dish on Fish”
September 2012
Audience: 2,500,000
View Full Article
Highlighted Hits from Online Media

Total Online Audience: 408,201,588
Total Online Media Value $339,280
337 Online Outlets YTD (full list available upon request)

Los Angeles Times
“Master Class: Cimarusti on brined halibut”
Unique Monthly Visitors: 7,061,414
8/10/2012

Chicago Tribune
“A sea of choices”
Unique Monthly Visitors: 4,100,353
10/16/2012

Babble.com
“Teriyaki Braised Black Cod”
Unique Monthly Visitors: 1,040,576
1/31/2013

Kitchen Daily
“Seared halibut with coriander and carrots”
Unique Monthly Visitors: 1,938,190
3/29/2013

Joy the Baker
“Crab, Apple and Pomegranate Salad”
Unique Monthly Users: 52,529
12/27/2012

Inspired Taste
“Giveaway Month: Fresh Alaska Halibut”
Unique Monthly Visitors: 300,000
3/14/2013