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.

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>YTD Media Value</th>
<th>YTD Audience Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>$1,699,482.59</td>
<td>10,735,198</td>
</tr>
<tr>
<td>Print</td>
<td>$8,584,155.28</td>
<td>43,113,335</td>
</tr>
<tr>
<td>Online</td>
<td>$607,252.92</td>
<td>577,049,504</td>
</tr>
<tr>
<td>Kikkan</td>
<td>$382,701.60</td>
<td>237,180,833</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$11,273,592.39</strong></td>
<td><strong>868,078,870</strong></td>
</tr>
</tbody>
</table>

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.

**Type of Media by Value**

- Broadcast: 76%
- Print: 4%
- Online: 15%
- Kikkan: 5%

**Type of Media by Audience Size**

- Broadcast: 27%
- Print: 5%
- Online: 67%
- Kikkan: 1%

**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 Bitton 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:
  o ASCA chef John Besh, 2014 James Beard Foundation ‘Who’s Who of Food and Beverage in America’ inductee
  o Chef Renee Erickson, owner of Seattle’s The Walrus and the Carpenter, The Whale Wins, and Barnacle.
  o Ruth Reichl, former Editor in Chief of Gourmet magazine and food critic for the New York Times and the Los Angeles Times.
  o 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.

**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
06/01/14 Fine Cooking
Go Wild
Circulation: 255,000

04/01/14 Saveur
King Cod
Circulation: 329,063
06/01/14 Everyday with Rachel Ray
Cruise Alaska for Less
Circulation: 1,700,000

04/01/14 Saveur
Know Your Seafood
Circulation: 329,063
06/01/14 allrecipes
Feeling Crabby
Circulation: 650,000

04/01/14 Pittsburgh Post Gazette
Cajun Salmon Cakes with Lemon
Garlic Aioli
Circulation: 153,078
06/01/14 Women’s Health
Sustainable Swimmers
Circulation: 1,500,000

04/01/14 Eating Well
Seared Salmon with Sugar-Snap Fennel Slaw
Circulation: 750,000
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)
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

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