

# *Consumer Public Relations Fiscal Year 2014 Report*

*Year to Date*

*Alaska Seafood Marketing Institute  
April Board Meeting*

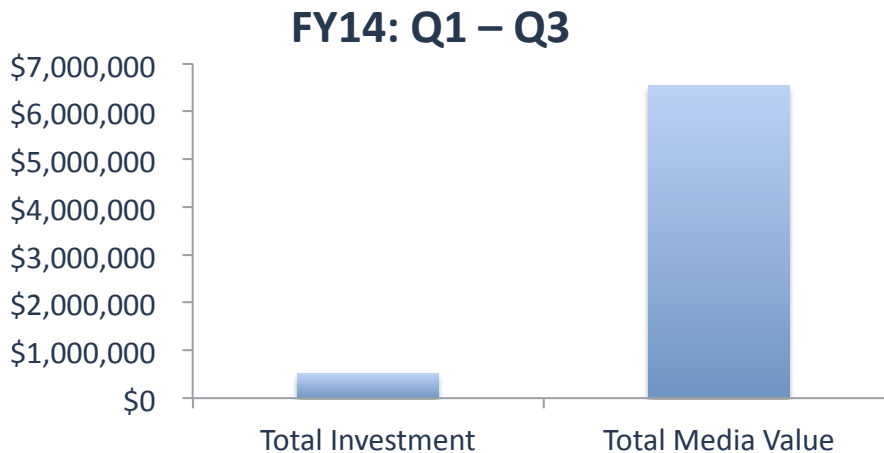


*Wild, Natural & Sustainable®*

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Presented by Schiedermayer Alaska

Total Investment as of 3/31/14	\$514,469
Total Estimated Media Value:	\$6,551,186*
Total Estimated Audience Size:	543,454,574*



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

## 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 assess the consumer PR program. The following factors are also considered as they have a direct impact on performance in any given year.

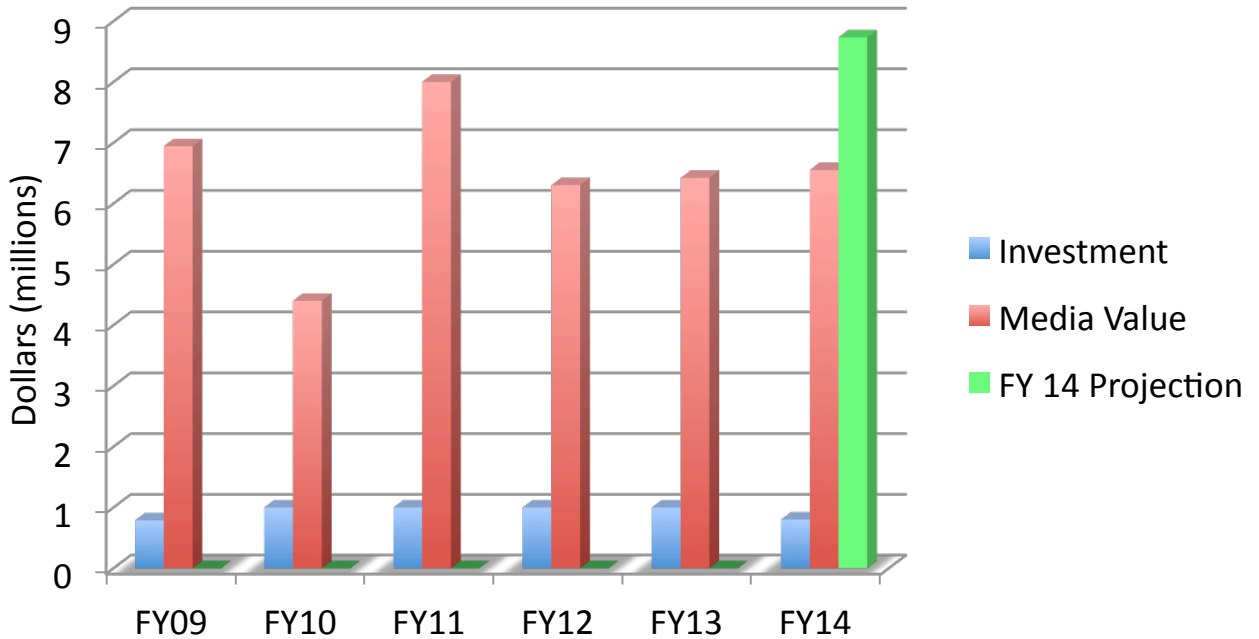
- Consumer PR budget allocation and mix of activities approved including hard cost funding.
- Lead and lag time for Consumer PR investment to produce initial coverage. Investment in media relationships can sometimes take years to produce a result (hit/coverage).
- Year-to-year budget fluctuations for Consumer Advertising 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 investment by competing seafood and proteins such as beef, pork, or chicken.
- Environmental and economic factors.

# Measurement FY09 - FY14

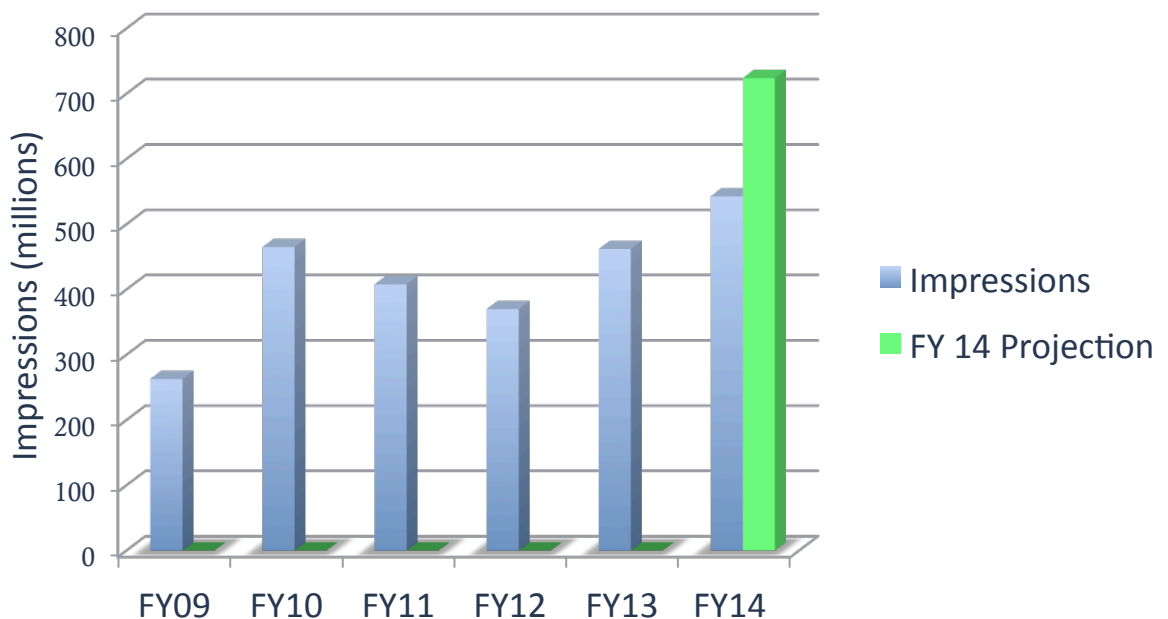


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## Media Value



## Audience



Note: The media value and audience impressions from Top Chef were removed from FY13 to provide a more accurate picture of our figures.

# Media Relations Activities



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## 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, and providing a broad range of support to media outlets including product.

## Media Outreach and Follow-Up

Pitching and relationship building with the media has brought great success to the first 3 quarters of FY14. Connections have been made with large news media outlets such as the *New York Times* and the *San Francisco Chronicle*, smaller outlets like *Lexington Herald Leader*, 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 *Katie* and a variety of local news programs.

Targeting magazines like *Eating Well*, *Prevention*, *Saveur*, *Cooking Light*, *Fine Cooking*, 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 nutrition writers such as *Skinny Taste*, *No Recipes*, *Food 52*, *Fit Bottomed Girls* and *The Kitchn* for recipes, nutrition advice, tips on preparation and information on sustainability, sourcing, and traceability. Over the past three quarters, the Consumer PR Team has worked with over 100 online food writers, to educate and build awareness of Alaska seafood.





## Pitching and Media Outreach

Pitching involves carefully researching past work, interests and beats of target journalists and media outlets. The Consumer PR program pitched appropriate key messages, story angles, content and spokespeople. Following are key highlights of the stories and pitches developed by the media relations program.

“Wildly Healthy From the Very Start”  
“Exceptional Proteins from Alaska’s Waters”  
    “Eco Eating”  
    “Home-Smoking Techniques”  
    “Eat Locally”  
    “Women and Protein”  
“Whole Fish: Simple but Elegant”  
    “Extreme Grilling”  
    “Super Bowl Appetizers”  
    “Cod for Lent”  
    “Lucky, Lucky Fishy”  
“Great Winter Food Trends”  
    “American Heart Health”

“Alaska Crab for Valentine’s Day”  
“Celebrate Labor Day with Alaska Salmon”  
“Soups, Stews, and Seafood from Alaska”  
    “Simple Winter Comfort Food”  
“New Resolutions with Sustainable Seafood”  
    “Seafood for Spring Holidays”  
    “Alaska is Teaming with Whitefish”  
“Celebrate the New Year with Alaska Crab”  
    “Seafood for Breakfast”  
    “Planked Alaska Salmon”  
“Go for the Gold with Alaska Seafood”  
“Easy Seafood Recipes for Summer”  
“Natural Ways to Ease Depression”

## Product Distribution

The following media outlets are a selection of those that have received shipments of product sourced from Alaska suppliers in FY14. (Note: other outlets meeting the defined criteria for product pitching have received offers throughout the year, but not all publications are permitted to accept.)

### Broadcast

*Joanne Weir*  
*Sara Moulton*

*Appetite For Health With Julie Upton*  
*Dr. Stephen Pratt, Superfoods Rx*

**Total audience: 7,526,236**

### Magazine:

*Food Network Magazine*  
*Coastal Living*  
*Saveur*

**Total audience: 2,704,062**

### Online:

*New York Times*  
*LA Times The Salt*  
*Delish*  
*No Recipes*  
*Sippity Sup*  
*Fountain Avenue Kitchen*  
*Pescetarian Journal*  
*Food For My Family*  
*Noble Pig*  
*Hungry Girl*  
*What’s Gaby Cooking*

### *Fit Bottomed Eats*

*Pinch My Salt*  
*Foodie Physician*  
*Skinny Taste*  
*Cooking with Books*  
*Eating Bird Food*  
*Full Belly Sisters*  
*Foodie with Family*  
*Cook the Story*  
*A Thought for Food*  
*Bev Cooks*

**Total audience: 32,335,975**

## Press Releases and Media Alerts Distribution

The Consumer PR program coordinated the writing and distribution 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, freelance journalists, in-state Alaska and seafood media, or retail contacts (foodservice handled directly by Foodservice Program).

07/03/13	Alaska Seafood to Partner with World Champion Kikkan Randall
08/23/13	ASMI Hires New International Program Director
08/28/13	ASMI Releases Economic Value Report
10/01/13	Alaska Seafood Hosts Instagram Contest for National Seafood Month
10/15/13	Alaska King, Tanner, and Snow Crab Fishing Opens in Bristol Bay and the Bering Sea
11/15/13	Sara Squartsoff Wins Alaska Seafood Instagram Contest
01/16/14	2013 Alaska Salmon Harvest Breaks Record with Historic Number of Pink Salmon
02/04/14	ASMI Fishing Families Photo Contest Now Open to Votes
02/19/14	Cordova Fisherman Wins Grand Prize in the Alaska Seafood 2014 Fishing Families Photo Contest
03/06/14	Alaska's Halibut and Black Cod Season Opens Saturday
03/11/14	Alaska Seafood Releases New eCookbook for Kids



Fishing Families Photo Contest



Instagram Photo Contest

# General Public Relations Activities



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## 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 biweekly, monthly and quarterly basis.

### Monitoring

- Ongoing monitoring of Vocus media reporting, Google alerts, and social media for stories and opportunities related to Alaska Seafood.
- Bi-weekly Consumer PR media recap.

### Reporting

- Quarterly 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.



## Alaska Seafood Chef Alliance Update

The consumer PR team worked with ASCA to update member profiles with photos, quotes, and recipes. We also provided product and helped with the coordination of events that featured Alaska seafood, including:

- **Jesse Ziff Cool's** appearance at the Bartlett Regional Hospital Foundation Seafood Gala
- Scallops for **Ben Pollinger** for Bid Against Hunger in New York
- Halibut for **Mary Sue Milliken** and **Susan Feniger** of Border Grill for The Taste
- Attendance of **Barton Seaver** and **Anita Lo** on the Southeast Media Tour
- Sponsorship of **Border Grill** for Sustainable Seafood Solutions panel in Los Angeles
- Holiday king crab to ASCA chefs



**Addition to ASCA**



## **Chef Stefani Marnon, Chef Stef's, Juneau**

Adding Chef Stef will strengthen ASCA's Alaska connection and improve culinary-based consumer outreach. Based in Juneau, she can help spread the message of Alaska's sustainable seafood to the various media guests who visit Juneau during the summer season. Furthermore, she brings a network of media and culinary connections that ASMI can utilize to promote Alaska seafood.



## Pink Salmon PR Campaign

The 2013 pink salmon harvest was the largest on record, and ASMI has responded with a significant marketing effort focused on canned salmon. The campaign targeted the southeast United States, which has shown a strong purchase history with canned salmon. Through press releases, targeted pitches, and social media posts, ASMI promoted canned wild Alaska salmon as healthy, shelf-stable and easy to use.

Some of the pitches include “Simple Meals with Wild Alaska Canned Salmon” and “Think Pink (Salmon) This Spring.” There were also numerous canned salmon posts on ASMI’s Facebook page that were well-liked and shared, including the following:



Looking for a good take-to-work lunch? This macaroni with canned salmon will definitely hit the spot!  
<http://bit.ly/1csw6s7>



Like · Comment · Share 449 11 122



Easy, healthy, and delicious. This recipe from our new kids' cookbook uses canned Alaska salmon to make a dish the whole family can enjoy.  
<http://thecookinchicks.blogspot.com/2014/02/salmon-burgers.html>



Like · Comment · Share 269  
Kelly Harrell and 664 others like this.



So easy and so good! Salmon croquettes are a perfect way to use wild Alaska canned salmon.  
<http://www.wildalaskaflavor.com/single-recipe/?id=78> — with Carol Leaming Collins.



Like · Comment · Share 339  
816 people like this.

[Salmon Macaroni Salad](#)

[Salmon Burgers](#)

[Alaska Salmon Croquettes](#)

**Results:** This campaign raised awareness for wild Alaska canned salmon by highlighting the health benefits of canned salmon and showcasing easy-to-make recipes. The effort was supported by the release of ASMI’s seafood cookbook for kids, *Alaska Style: Recipes for Kids*, which contained many canned salmon recipes.

## Southeast Media Tour, July 29 – August 4, 2014, Juneau, Hoonah, Petersburg

Schiedermayer Alaska planned and executed a media tour with representatives from *The Kitchn*, *Relish Magazine*, *Hunter Angler Gardner Cook*, as well as ASCA members Barton Seaver and Anita Lo. Guests toured a salmon hatchery, seafood processing plant, foraged for wild berries, and visited the NOAA research facility in Juneau before embarking on a small boat tour and stopping in Hoonah and Petersburg. Along the way they boarded an active salmon seiner, and observed the SE drift gillnet fishery and a Dungeness crabber. In Hoonah the group enjoyed a reception with local fishermen and learned how to fillet and barbecue fresh seafood. A visit to an active reforestation project, as well as an oyster farm in Kake rounded out the trip which ended in Petersburg. Guests caught a wide variety of fresh seafood each day and the chefs took turns preparing it onboard each night.



**Results:** This event has strengthened ASMI's relationship with ASCA and has led to subsequent collaboration and event sponsorship. The attendees left Alaska with a favorable view of Alaska's fisheries and incredible seafood. The trip has resulted in hits from *The Kitchn* and *Relish*, with audiences of 996,124 and 1,700,000, respectively.



## Alaska Seafood Culinary Retreat, September 2 – 6, 2013, CIRI Kenai Fjords Wilderness Lodge, Seward

Alaska Seafood Marketing Institute hosted editors from *O Magazine*, *Prevention*, *EatingWell*, *Art Culinaire*, *Serious Eats*, and the manager of the Food Network Test Kitchen at CIRI Kenai Fjords Wilderness Lodge outside Seward Alaska for the second Alaska Seafood Culinary Retreat. Guests learned from Alaska Seafood Culinary Alliance chefs Jesse Ziff Cool and Erik Slater about COOK IT FROZEN!® techniques and proper care, handling, and preparation of a wide array of Alaska seafood products. The group toured the Seward Icicle Plant and Alaska SeaLife Center and also learned about commercial fishing aboard a longliner and how Alaska's fish stocks are managed sustainably from ADFG biologist Jan Rumble.

### Attendees:

Kenji Alt-Lopez, *Serious Eats*  
Stacey Lee Fraser, *EatingWell*  
Mandy Oaklander, *Prevention*  
Melissa Gaman, *Art Culinaire*  
Lindsay Funston, *O Magazine*

Claudia Sidoti, *Food Newtork*  
Jesse Ziff Cool, *Flea Street*  
Chef Erik Slater, CIRI  
Tyson Fick, ASMI  
Kate Consenstein, 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. The relationships built with trip attendees have been leveraged into the upcoming presentations at the Food Network Test Kitchen and New York City sustainability events.





## International Food Blogger Conference, September 20-21, 2013, Seattle, WA

Alaska Seafood Marketing Institute was a sponsor of the International Food Blogger Conference in Seattle. Lani DeLateur from ASMI and Kate Consenstein from Schiedermyer Alaska attended sessions at the conference and represented ASMI at the Discovery Expo, serving samples of smoked black cod and keta salmon. They also hosted the Taste of Alaska Pre-Dinner Reception, where cod, scallops, salmon, and halibut were served and attendees talked with ASMI representatives to learn about the sustainability and nutrition of wild Alaska seafood.



**Results:** The IFBC reinforced existing relationships and fostered new partnerships with top food bloggers. Internet food writers and nutritionists are crucial in reaching Gen Y consumers, a demographic with increasing influence and purchasing power. This event has yielded positive media coverage, especially among outlets popular with Gen Y consumers.



*Food Wanderings*  
Audience: 6,655



*Adriana's Best Recipes*  
Audience: 8,396

## Satellite Media Tour with Dr. Stephen Pratt, October 10, 2013, New York, NY

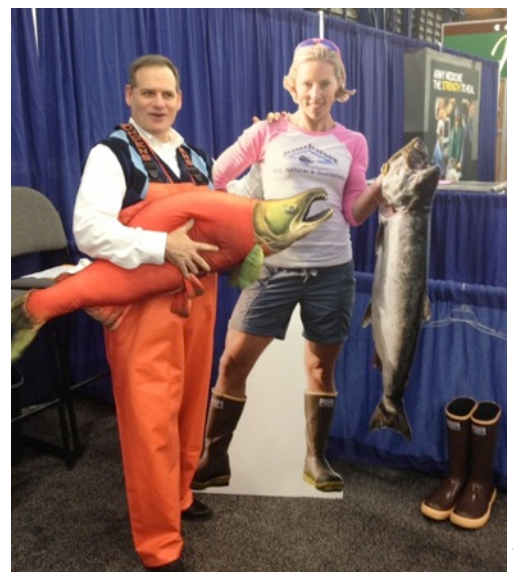
Dr. Stephen Pratt, author of the Superfoods RX books, promoted Alaska seafood and his new book *SuperFoods Rx For Pregnancy: The Right Choices For A Healthy, Smart, Super Baby*, on over 10 major morning TV markets. Wild Alaska salmon and halibut were featured, as well as a variety of positive health messages about Alaska seafood for pregnancy health support.

**Results:** The satellite media tour developed a stronger relationship with Dr. Pratt and helped promote Alaska seafood to the health-conscious consumer. This project resulted in approximately 1,500,000 unique audience impressions.

## Food & Nutrition Conference and Expo, October 19 – 21, 2013, Houston, TX

Kari Sellars from Schiedermayer Alaska and Lilani Delateur from ASMI attended the Food & Nutrition Conference Expo (FNCE), the largest gathering of nutritionists and dietitians in North America. They hosted a booth and distributed ASMI promotional materials to interested dietitians and provided attendees a photo opportunity with a stand-up of ASMI-sponsored Olympic athlete, Kikkan Randall.

**Results:** A follow-up e-blast was sent to all 4,395 attendees, highlighting the various white papers available from ASMI as well as the nutritional profiles of Alaska seafood. The e-blast had an impressive 20% open rate and resulted in the request for ASMI media kits.





## Julie Upton Broadcast Sponsorship

Schiedermayer Alaska worked with nutritionist Julie Upton to produce a national broadcast segment addressing the health benefits of Alaska seafood and omega-3s for infants, children and breastfeeding women, and the importance of eating seafood twice a week. Garlic Grilled Alaska Salmon Salad and Alaska Cod Cake Sliders were featured in the segment, which aired just after the Food & Nutrition Conference and Expo weekend, to further leverage the messaging of wild Alaska seafood at the event. The agency coordinated the product, recipes, script edits, and HD Alaska scenic b-roll footage for the segment.

**Results:** Nearly 4 million total viewers were reached, including 3.4 million via Newswatch; 350,000 via Daily Buzz; and 100,000+ via additional online sources such as Livestrong.com. There were more than 350 airings of the segment in 200+ markets, including all top designated market areas.





## Kikkan Randall Sponsorship

ASMI is sponsoring Alaskan Olympic nordic skier Kikkan Randall. Randall just completed her fourth Olympics and has recently captured her third consecutive World Cup Sprint Championship. Kikkan is also the president of Fast and Female, an organization that promotes healthy active lifestyles for girls between the ages of 9 and 19.

Activities with Kikkan include:

- Photo shoot in summer and winter with athletic and seafood shot.
- Pitching to media outlets.
- Logo placed on headgear and other apparel.
- Kikkan’s attendance at ASMI All Hands Board meeting and signing promotional ASMI posters for attendees.

**Results:** As a world-class athlete Kikkan has helped promote the health benefits of Alaska seafood. Total audience impressions with ASMI logo are 235,704,641 with a media value of approximately \$196,968.



## Joanne Weir Broadcast Sponsorship

ASMI will sponsor culinary master Joanne Weir and her upcoming PBS series “Joanne Weir Gets Fresh.” Joanne Weir will tour southeast Alaska this summer to get a true feel for Alaska’s amazing seafood and sustainable fisheries. While here, she will film footage to be included in up to four episodes of her new show which is estimated to reach an audience of approximately 6.5 million viewers.



## Overview

Schiedermayer Alaska staff are currently working to support the planning and execution of two upcoming media events. Though the Southeast Media Tour will occur in FY15, it is included here as the bulk of planning and cost expenditures will be done in FY14.

### **New York City Media Trip, April 28 – May 1, 2014, New York, NY**

During the trip ASMI will present at the Food Network and host two media events. The first is a Sustainability Briefing luncheon which will be held at ASCA Chef Ben Pollinger's seafood restaurant Oceana. The second media event will be co-hosted by ASCA chef Anita Lo at her restaurant Annisa. Both events will highlight sustainable fisheries and how Alaska has come to set the gold standard, as well as each chef's experiences visiting Alaska with ASMI.

Confirmed guests for the New York City events include writers and editors from: *Bon Appetit*, *Food Network*, *Food52*, *Serious Eats*, *Martha Stewart*, *Oprah Magazine*, *Real Simple*, *Prevention*, *Food and Wine*, *Epicurious*, *Village Voice*, *Fine Cooking*, *Everyday with Rachael Ray*, *Tasting Table*, *Parents*, *Women's Day*, *Latina Magazine*, and *America's Test Kitchen*.

### **Southeast Media Tour, July 5 – 12, 2014, Juneau, Alaska**

The 2014 Southeast Alaska Media Tour will take place on the [M/V Sikumi](#), in two five-day trip segments. Guests will tour Southeast Alaska's fishing grounds by boat, in the heart of Alaska's commercial fishing season, seeing first-hand how Alaska balances the world's demand for wild seafood with the sustainable management of their thriving fisheries. Along the way, they will get a chance to fish for salmon, Dungeness crab, rockfish, and observe several commercial fishing boats.

Confirmed guests include:

- ASCA chef John Besh, 2014 James Beard Foundation 'Who's Who of Food and Beverage in America' inductee
- Ruth Reichl, former Editor in Chief of *Gourmet* magazine and food critic for the *New York Times*.
- Rowan Jacobsen, author of *American Terroir* and contributor to the *New York Times*, *Harper's*, *Outside*, *Mother Jones*, *Orion*, and others.
- Francis Lam nominee for two James Beard awards and former judge on "Top Chef Masters"
- Lindsay Abrams, Senior Editor for *Salon.com*
- Andrea (Andi) Bartz, Deputy Editor, *Natural Health* and *Fit Pregnancy*

# Highlighted Hits in Broadcast Media



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**Total Broadcast Audience: 2,263,114**

**Total Broadcast Media Value \$48,536**

Broadcast Outlets YTD (full list available [upon request](#))

Katie  
"Best Foods For Your Brain"  
Audience: 2,177,932  
10/2/2013



KABC-TV  
"Tasty Alternatives to Your  
Favorite Seafood"  
Audience: 81,000  
2/20/2014





# Highlighted Hits in Print Media



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**Total Print Circulation: 36,771,826**

**Total Print Media Value \$5,998,678**

Featured in 20 Print Titles YTD (full list available [upon request](#))



*Cooking Light* "Coconut Curry Halibut"  
Jan/Feb 2014  
Circulation: 1,775,000



*Eating Well* "Salmon & Asparagus Farro Bowl"  
March/April 2014  
Circulation: 750,000



*Prevention* "Go Fish!"  
February 2014  
Circulation: 2,800,000



*Relish* "Alaska: Where the Wild Things Are"  
February 2014  
Circulation: 15,000,000

# Highlighted Hits in Print Media

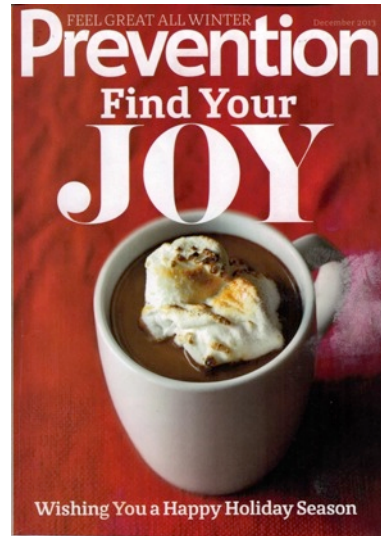


Wild, Natural & Sustainable

**Total Print Circulation: 36,771,826**  
**Total Print Media Value \$5,998,678**



*Coastal Living* “American Road Food”  
February 2014  
Circulation: 650,000



*Prevention* “Salmon Bacon”  
December 2013  
Circulation: 2,800,000



*Natural Health* “5 Day Diet”  
March 2014  
Circulation: 300,000



*Men's Journal* “Best Calcium and Protein”  
December 2013  
Circulation: 750,000



# Highlighted Hits from Online Media



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**Total Online Audience: 507,068,870**

**Total Online Media Value \$504,068**

*(full list available upon request)*



Food52

All About Canned Fish

Unique Monthly Visitors: 317,753

01/07/2014



Bon Appetit-Online

15 Salmon Recipes for All Your Roasting, Grilling, Pan-Searing Needs

Unique Monthly Visitors: 485,574

2/18/2014



San Francisco Chronicle

Saffron Cream Sauce Works Magic on Black Cod

Unique Monthly Visitors: 3,135,092

12/27/2013



Livestrong

15 Foods That Help You Peel Off the Pounds

Unique Monthly Visitors: 9,587,264

10/28/2013



Chicago Tribune

Bringing Bold Flavors to Lenten Fish Dinners Unique

Monthly Users: 3,922,153

2/28/2014



Skinny Taste

Healthy Baked Fish Sticks

Unique Monthly Visitors: 576,593

4/1/2014