**NOT FOR DISTRIBUTION** *\* \*The newsletter I am evaluating was created by the Alaska Seafood Marketing Institute, I take no creative responsibility or license for the production, I am merely evaluating from my personal opinion and learned knowledge for a public relations course at Washington State University.*



**Alaska Seafood Marketing Institute**

Newsletter Evaluation

**Publication cycle:** Bi-weekly

**Means of delivery:** electronic and print

**Format:** .pdf

**Length:** 2-4 pages

**Color:** Full color

Starting with the first page of the ASMI newsletter I would like to point the strengths in using a large central logo to quickly catch the reader’s attention. On either side of the logo is listed the date and the words, “weekly marketing update.” I think posting the date on each newsletter is valuable for the reader to know the time relevancy of the production. However I would change the wording of, “weekly marketing update.” Having subscribed to this email newsletter since November I know now that the publication does not always come out on a weekly basis and it’s content is not solely marketing based. Instead I would choose something like, “ASMI Newsletter (publication/volume number)” that way ASMI could administer the publication bi-weekly or monthly and readers know it’s a general newsletter with company highlights and event information.

I think there is a good use of photography to illustrate the newsletter and continuously engage the reader. Each section is well defined and the content is relevant to the heading and section. An Example of this is the “ASMI International” section which highlight’s ASMI’s recent trip to Germany for a Rewe Foodservice trade event in which Alaskan seafood was showcased in an ASMI booth. Three photographs accompany the story and help the reader imagine how the event looked.

Beneath this section on the first page of the newsletter is a recipe for Alaska Crab Espanola. The recipe is accompanied by a photo of the completed dish and a link to the ASMI website for more recipes. I think this a great idea to publish a recipe in the newsletter. A large part of the website is devoted to providing recipes to consumers and foodservice personnel that feature using a variety of Alaskan brand seafood. My only suggestion would be specify the specie of crab in the title even though King, Snow or Dungeness crab could be used. By saying “Alaskan Snow Crab Espanola” you reinforce the message of using Alaskan brand seafood because it’s specific only to Alaska whereas species like Dungeness can be caught in Washington, Oregon and California and is pictured in the photo.

The second page contains information about ASMI’s public relations activities and recent partnership with the *California Olive Ranch* to produce Alaskan brand seafood recipes for their April newsletter. ASMI’s newsletter mentions their PR contractor Schnieder & Associates for supplying recipes and photographs of recipes featuring salmon, halibut and scallops. I think that working with the *California Olive Ranch* was a good public relations opportunity for ASMI, especially since San Francisco is one of the key target cities. I also think it was worth mentioning the name of their PR contract Schneider & Associates. ASMI does a lot of in house production to market Alaskan seafood but they still rely on an out-of-house agency to help them with various public relations. It’s good for ASMI’s publics to know who else is working to promote ASMI’s mission.

Further down the second page next to the Foodservice section is a column of upcoming events including trade shows, international events, and ASMI committee meetings. I like that they included a link to the full event calendar but the addition of a sidebar seems a little squished here. Perhaps instead of a cramped column they could do events as a section title and use a few photographs to illustrate some of the upcoming events.

Underneath the column is a small announcement for updates to their website with screen shots. Although I have suggested they completely overhaul the look and organization of their website in my digital strategy I think directing readers to access their website for information is always a good idea.

On the final page of the newsletter ASMI speaks of it’s recent participation in the Kodiak ComFish convention along with three photos of the booth. I think that one photo or perhaps a wider range of photos would have helped readers imagine the ComFish convention instead of three similar photos of the ASMI booth. Perhaps a photo of Communication Director Tyson Fick’s panel participation or something that gave scope to how well attended the ComFish convention was. The photos felt redundant.

Finally on the bottom of the third page are three photos of ASMI employees. One is again in front of the ASMI booth at ComFish, the second is group shot on deck of a USCG vessel and the last is of Mary in front of the stern of “her favorite boat” the F/V Cornelia Marie, the famed fishing vessel from Discovery Channel’s Deadliest Catch. These three pictures don’t seem to flow with the newsletter aside from trying to put some ASMI names to faces. Unfortunately the photo quality isn’t great in the electronic format and the faces are tiny making it difficult for readers to see who they are looking at. Mary happens to be the same woman who administers the newsletters via email and I don’t feel the inclusion of own her picture in front of the F/V Cornelia Marine was professional or on topic, not to mention how other crabbers may feel about ASMI’s portrayal of their fishery.

Instead of trying to include photos at the end to fill space they should include better quality photos of the employees in each section to accompany the body paragraphs. As a marketing partnership between the Alaska seafood industry and the state of Alaska, ASMI should understand the value of quality photography for reaching their goals and communicating with their readers visually.

In the end I feel their newsletter is well done and for the most part it contains information that aligns with their mission to promote the economic value of Alaskan seafood and it’s sustainability. I would suggest a few minor changes to the layout and art direction, and that they focus on better photography opportunities at events.