

To: ASMI Board of Directors

Date: April 20, 2017

From: Jeremy Woodrow, Communications Director

RE: Proposed FY2018 Communications and Domestic Consumer Public Relations Program Budgets

The following is a summary of the proposed Communications and Domestic Consumer Public Relations program budget for FY18.

Communications

More than just in Alaska PR and government relations, all of ASMI’s programs rely on the communications program in a number of ways. The content generated on a daily basis is used throughout social media platforms, digital and print advertising, point of sale collateral and partnered promotions in every program country to promote the Alaska Seafood brand and build consumer preference.

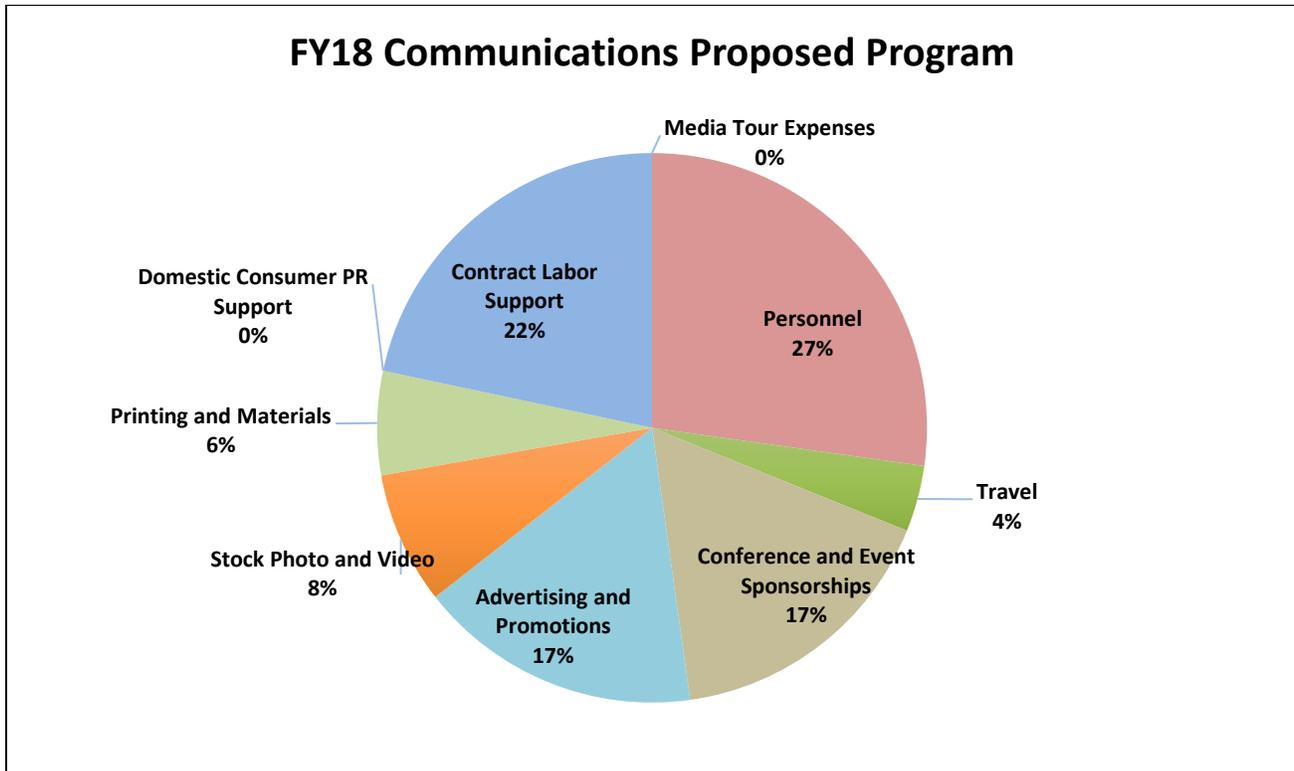
Key FY 18 Communications Budget Changes

- Staff has proposed a 7% increase
- Personnel line increased to reflect a full year of staffing allocated to the communications program

Comparison of FY 16, FY 17 & FY 18 Communications Program Budgets

Communications Program	FY16	FY17	FY18 Proposed
Personnel	\$ 125,000	\$ 150,000	\$ 245,000
Travel	\$ 50,000	\$ 35,000	\$ 35,000
Conference and Event Sponsorships	\$ 190,000	\$ 160,000	\$ 150,000
Advertising and Promotions	\$ 200,000	\$ 160,000	\$ 150,000
Stock Photo and Video	\$ 80,000	\$ 80,000	\$ 70,000
Printing and Materials	\$ 55,000	\$ 55,000	\$ 55,000
Domestic Consumer PR Support	\$ 40,000	\$ -	\$ -
Contract Labor Support	\$ 240,000	\$ 200,000	\$ 195,000
Media Tour Expenses	\$ 60,000	\$ -	\$ -
TOTALS	\$ 1,040,000	\$ 840,000	\$ 900,000

Communications Program Budget Summary and Activity Overview



Activity Code/Budget Section Overview:

PROGRAM OPERATIONS

Total Budget \$280,000, 27% of total budget (51% increase from FY16)

Personal Services: \$245,000 *Increased \$95,000* – Funds one full-time director and one full-time Communications and Marketing specialist. Previously 1/2 and 2/3 respectively as both positions previously shared funding from the international program.

Travel: \$35,000 *no reduction from FY17* – includes all staff travel for the director and any support staff working on a communications program project

CONFERENCES AND EVENT SPONSORSHIPS

Total Budget \$150,000, 17% of total (6% reduction from FY17)

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at a number of regional and statewide conferences. The proposed reduction will continue to result in reduced sponsorship levels of some events such as the AFN and the Symphony of Seafood and the elimination of participation in conferences that are not seafood industry or Alaska food focused. Sample of events that ASMI will participate in include:
 - Pacific Marine Expo in Seattle

- ComFish in Kodiak
- Alaska Federation of Natives conference
- Alaska Marine Gala fundraiser for the Seward SeaLife Center
- Alaska State Fair Seafood Throwdown
- Juneau Maritime Festival
- Alaska Food Policy Conference
- Fish to Schools Conference

FLEET, SEAFOOD INDUSTRY, AND IN-STATE ADVERTISING, AND PROMOTIONS

Total Budget \$150,000 17% of total (6% reduction from FY17)

- This includes underwriting sponsorship of Alaska Fisheries Report, Alaska Fish Radio and other public radio sponsorships.
- Advertising: The communications program will reduce advertising and continue to focus on fishing industry publications such as:
 - National Fisherman
 - Pacific Fishing
 - Fishermen’s News
- The Eat Alaska promotion will continue at a reduced level working with Alaska Grown and local Alaska chefs to promote seafood and locally grown produce in farmer’s markets, retailers and local restaurants.

ALASKA STOCK PHOTO, VIDEO, AND PROFILES

Total Budget \$70,000, 8% of total budget (13% reduction from FY17)

- This category includes photographer and videographer contracting as well as usage agreements to expand the available library of photos available for all programs and members. These photos will include some pictures of specific harvest methods not already on file as well as scenery, species, and people shots.

PRINTING, MATERIALS, AND SWAG

Total Budget \$55,000, 6% of total budget (same as FY17)

- Printing of recipe cards and books, branded materials, and clothing for events and promotional opportunities.

DOMESTIC CONSUMER PUBLIC RELATIONS SUPPORT

Total Budget \$0, 0% of total budget (same as FY17)

- This item was put into the budget to take advantage of PR opportunities that come up throughout the year such as Satellite Media Tours, Paid Content Advertising, media production expenses, and seafood orders for media to use in photo spreads as pitching efforts show success. This was eliminated from the communications program budget for FY17.

CONTRACT LABOR SUPPORT

Total Budget \$195,000, 22% of total budget (2.5% reduction from FY17)

- Sometimes called program operations by other ASMI programs, this is contract labor support and expenses for in-state PR work, domestic PR coordination, international program coordination, graphic design, event planning, and special projects.
- This contract labor support has helped tremendously to provide consistent in-state communications during the past year. A similar level of support is anticipated for FY18.

MEDIA TOUR EXPENSES

Total Budget \$0, 0% of total budget (same as FY17)

- This budget line covered expenses for the Alaska portion of media tours and special press opportunities. The communications budget no longer pays for domestic consumer PR media tours.

Proposed FY2018 Domestic Consumer Public Relations Budget

Since February 2015, Edelman has worked closely with ASMI to raise extensive awareness and consideration for Alaska seafood, driving increased brand recognition and preference for Alaska seafood species through consumer public relations and social media efforts. Edelman has also broadened efforts to support food service and retail programs with targeted social support and earned media outreach in appropriate retail markets, as well as crisis communication and sustainability efforts.

Based on strategic insights, consumer research, media relations, event touch points and digital programs, the Edelman team has garnered over 4.79 billion media impressions and 2,058 positive stories since February 2015. Since the start of FY 17, the team has secured 730+ media placements resulting in 1.39 billion impressions that positively showcase Alaska seafood. Since January 2017, the team has secured 211 articles alone.

The team has also focused on expanding ASMI’s social and digital presence with increased social activity, influencer programs and blogger relationships, and expansion to new social channels like Snapchat. As a result, in FY17, ASMI has earned a total of 3,816 new social fans, increased its engagement rate by 15% on Facebook and 121% on Twitter, and grew engagements per post on Instagram by 51%.

Key FY 18 Consumer PR Budget Overview

Based on the success of the FY 17 plan, we recommend the same fee vs out of pocket (OOP) split to ensure continued results - \$60,000/month retainer – inclusive of social media management and \$280,000 for expenses in FY18.

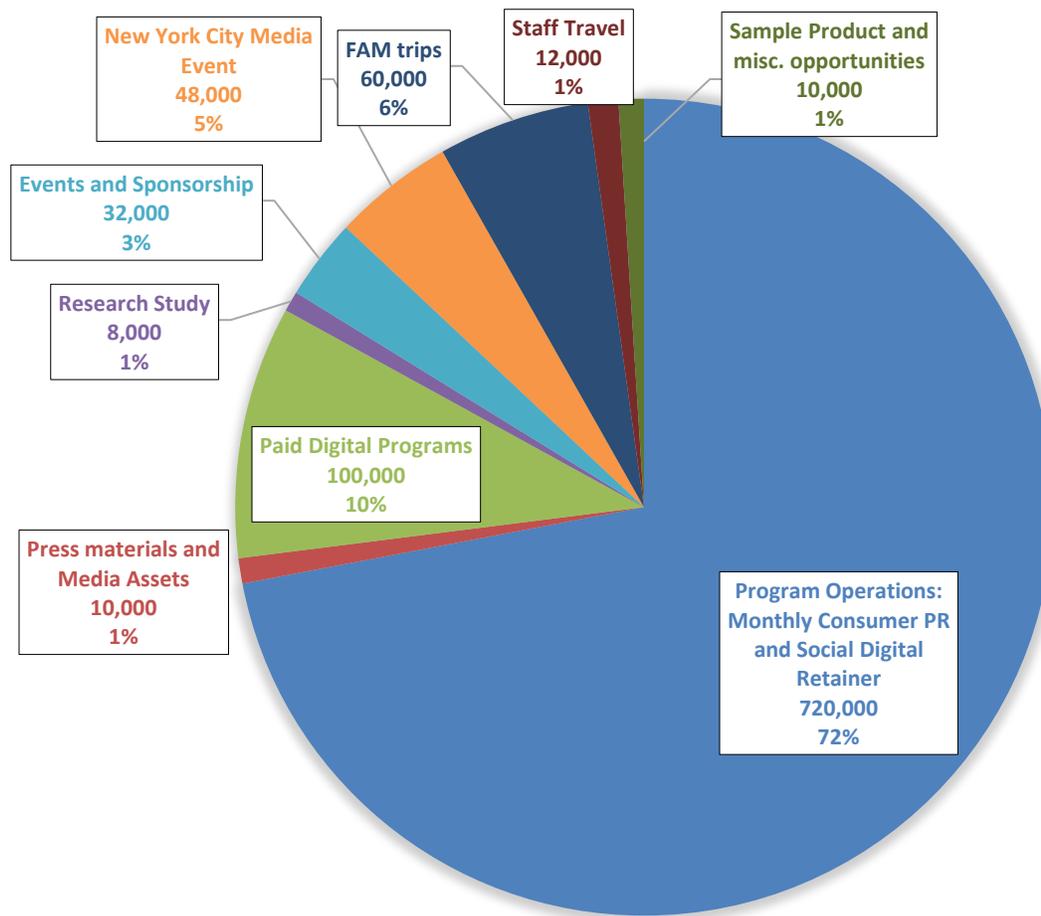
Changes in Planned OOP breakdown include:

- Increased budget for digital/social/video programs
- Slightly reduced budget for fall event and FAM trip based on final costs in FY 17
- Decreased budget for seafood for media to allow \$8k for research or increased analytics to measure ROI of programs

Comparison of FY 16, FY 17 & FY 18 Domestic Consumer Public Relations Program Budgets

Domestic Consumer PR Program	FY16	FY17 Staff	FY18 Proposed
Program Operations: Monthly Consumer PR and Social Digital Retainer	\$ 828,000	\$ 720,000	\$ 720,000
Press materials and Media Assets	\$ 26,000	\$ 8,000	\$ 10,000
Paid Digital Programs	\$ 15,000	\$ 75,000	\$ 100,000
Research Study	\$ 8,000		\$ 8,000
Events and Sponsorship	\$ 3,000	\$ 40,000	\$ 32,000
New York City Media Event	\$ 30,000	\$ 50,000	\$ 48,000
FAM trips	\$ 73,000	\$ 75,000	\$ 60,000
Staff Travel	\$ 10,000	\$ 10,000	\$ 12,000
Sample Product and misc. opportunities	\$ 7,000	\$ 22,000	\$ 10,000
TOTALS	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000

Domestic Consumer Public Relations Program Budget Summary and Activity Overview



Program Operations (fees):

Total budget \$720,000, 72% of total (same year over year)

- Monthly Consumer PR and Social Digital Retainer –\$60k month
- Average 500 hours per month for planning, strategy, media relations, event execution, collateral development, social media development and managing of all social channels
- **Also includes consumer PR and social support of retail and food service programs, as well as monthly social editorial calendar for retail teams.

Program Expenses:

Press Materials and Media Assets:

Total budget \$10,000, 1% of total (slight increase over FY17)

- Increased total cost to include wire distribution of FIVE standard press releases instead of four to ensure awareness for all harvest seasons, plus national seafood month and Alaska Wild Salmon Day; Edelman will leverage assets and materials created by ASMI (e.g. technical guides, retail recipe leaflets, new recipes and photos, etc.)

Paid Digital Programs: Increased line item and efforts based on success of previous programs

Total budget \$100,000, 10% of total (increase from FY17)

- Video influencer programs – based on success of previous videos
- Blogger networks
- Paid social amplification, Facebook promotions, YouTube video promotion
- Snapchat filters to reach younger audiences

Research/Analytics:

Total budget \$8,000, Less than 1% of total (added for FY18)

- Added line item for research/analytics for increased measurement of programs

Fall Event:

Total budget \$32,000, 3.2% of total (slight decrease from FY17 based on actuals)

- Recommend event pegged to National Seafood Month with emphasis on wild
- Potential ASMI presence at other consumer facing, media driven events

Spring NYC Media Event/Visit:

Total budget \$48,000, nearly 5% of total (slight decreased based on actuals of FY17 event)

- Event costs include venue, food & beverage, gift bags, food, chef travel and stipend as needed

FAM Trip 2018:

Total budget \$60,000, 6% of total (decrease from FY17 based on actuals)

- Travel costs for media attendees (flight and hotel)
- Collateral for distribution on site
- Lodge costs
- Photographer

Edelman Travel:

Total budget \$12,000, 1.2% of total (.2% increase over FY17 to allow for attendance at Board meeting)

- All Hands (October) – one staffer
- Fall Event – two staffers
- Spring NYC media event – two staffers
- Spring board meeting – one staffer
- FAM trip (Summer) – one staffer

Misc. Media Opportunities: Decreased due to actual requests

Total budget \$10,000, (slight decrease from FY17)

- Fish for media developing stories