



Alaska Seafood Marketing Institute

DATE: May 29, 2026

TO: ASMI Board of Directors

FROM: Greg Smith, ASMI Communications Director

RE: FY27 Communications and Domestic Consumer Public Relations Program Budgets

Budget Overview

The following is a summary of the proposed communications program and Domestic Consumer Public Relations (PR) program budgets for FY27 with requested adjustments based on budgetary levels set by the ASMI Board of Directors. For FY27, the Board of Directors held budget levels flat for nearly all ASMI programs, with slight reductions in three areas (administration, domestic foodservice and domestic consumer PR).

Members of the Board may remember that after the Spring 2025 Communications Committee budget meeting further FY26 reductions of \$100,000 for the communications program and \$200,000 for the domestic consumer PR budgets were approved by the ASMI Board of Directors. These Board-approved reduced budgets are reflected in the "FY26 Revised" columns and are referred to as the "FY26 budget" from here on.

The FY27 domestic consumer PR budget was set at \$814,000, a \$50,000 (5.8%) reduction from the FY26 budget. The vast majority (\$45,000 or 90%) of this reduction is proposed to come from a reduction in fee, while \$5,000 (10%) is reduced from out-of-pocket expenses. Further information on the domestic consumer PR FY27 budget begins on page 5.

The FY27 communications program budget was held flat at \$1,135,000 compared to the FY26 budget. Legislatively directed salary increases, annual merit awards and healthcare and other benefit costs are estimated to increase the communications program's personal services activity code by \$47,800 in FY27. This requires reduced spending and efficiencies in other activity codes of the budget by an equal amount. I am proposing the following changes to make up this difference by reducing the following activity codes:

- Advertising and Promotions: Reduce by \$20,000. This reduction will be attained by reducing advertising in National Fisherman and eliminating other advertising and promotional activities.
- Stock Photo and Video: Reduce by \$10,000. This reduction will be achieved by slightly reducing asset (photo and video) shoots and/or production of content.
- Printing and Materials: Reduce by \$10,000. This reduction will be achieved by reduced printing, including at our publishing house KP, and reducing the purchase of SWAG.
- Media Experiences Expenses: Reduce by \$7,800. This reduction is offset by a \$25,000 increase for similar activities in the domestic consumer PR budget.

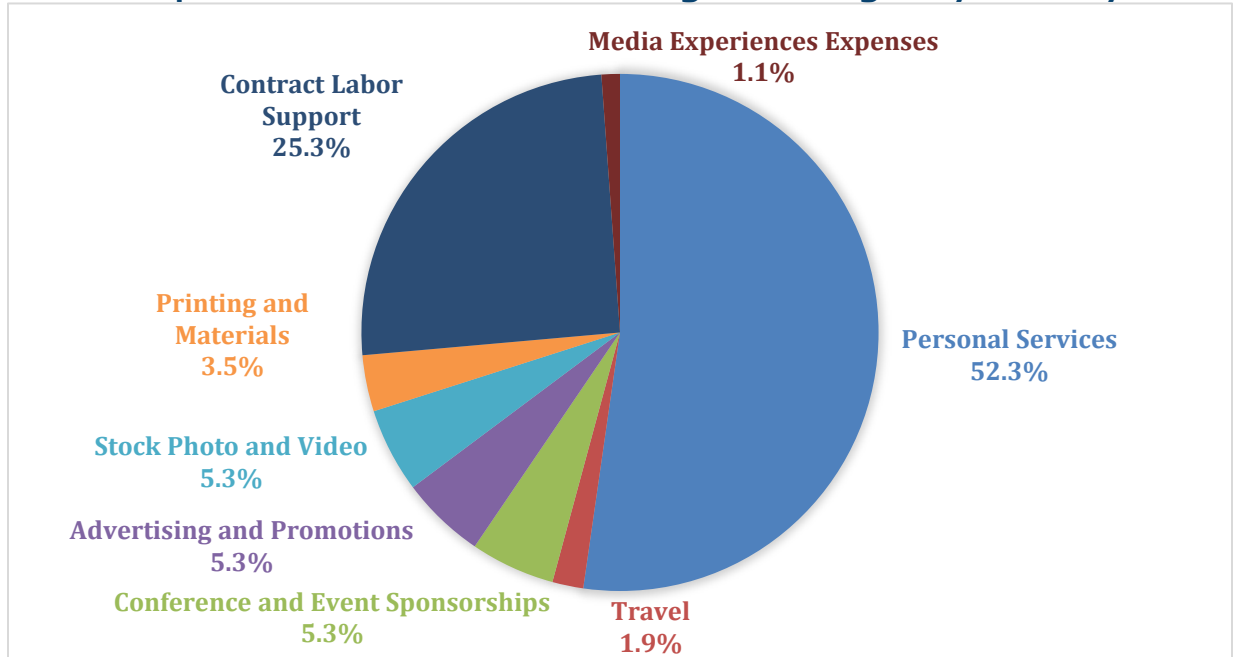
The communications program, other ASMI programs, and the domestic consumer PR contractor (Edelman) continue to collaborate, look for efficiencies and build partnerships (especially with Alaska seafood industry partners) to ensure the most effective use of budget to drive U.S. consumers to purchase Alaska seafood.

Communications Program Budget Overview

Comparison of Approved FY25, Committed-Approved FY26, FY26 Revised and FY27 Proposed Communications Program Budgets

Communications Program Budget (by Activity Code)	FY25	FY26 Comms Committee Approved	FY26 Revised	FY27 Proposed	Change FY26R to FY27P	Change FY26R to FY27P (%)
Personal Services	\$505,000	\$545,500	\$545,500	\$593,300	\$47,800	8.8%
Travel	\$32,000	\$32,000	\$22,000	\$22,000	\$0	0.0%
Conference and Event Sponsorships	\$85,000	\$75,000	\$60,000	\$60,000	\$0	0.0%
Advertising and Promotions	\$180,000	\$140,000	\$80,000	\$60,000	(\$20,000)	-25.0%
Stock Photo and Video	\$70,000	\$70,000	\$70,000	\$60,000	(\$10,000)	-14.3%
Printing and Materials	\$70,000	\$63,000	\$50,000	\$40,000	(\$10,000)	-20.0%
Contract Labor Support	\$273,000	\$286,650	\$286,650	\$286,650	\$0	0.0%
Media Experiences Expenses	\$51,500	\$22,850	\$20,850	\$13,050	(\$7,800)	-37.4%
TOTALS	\$1,266,500	\$1,235,000	\$1,135,000	\$1,135,000	\$0	0.0%

FY27 Proposed Communications Program Budget by Activity Code



Communications Program Activity Code Details and Key Changes:

Program operations: Personal Services + Travel

Total Budget: \$615,300 (54.2% of total budget; 8.4% increase from FY26)

Personal Services: \$593,300 (52.3% of total budget; 8.8% increase from FY26)

- Funds one full-time director, one full-time Digital Marketing Manager and one full-time Communications and Marketing Coordinator.
- The Digital Marketing Coordinator/Manager PCN was added to the communications program in FY20 and supports all ASMI programs.
- The Communications and Marketing Specialist/Coordinator PCN is a flex position to allow for growth within the role and to recognize greater responsibilities performed by the staff member. The FY27 budget assumes this position will be compensated at the highest range (18) for the entirety of the year.

Travel: \$22,000 (1.9% of total budget; no change from FY26)

- Includes all staff travel for communications program and domestic consumer PR efforts.

Conferences and event sponsorships

Total Budget: \$60,000 (5.3% of total budget; no change from FY26)

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at numerous regional, statewide, and national events, including virtual conferences.
- In addition to attendance at trade shows, conferences, and other events, the communications program sponsors events to connect with key audiences and to forge strategic partnerships. Where possible, sponsorship dollars are used to purchase and serve Alaska seafood.
- List of events typically attended by communications program staff include:
 - Symphony of Seafood, Pacific Marine Expo (PME), ComFish in Kodiak, Alaska Federation of Natives conference (every other year), Southeast Conference, Southwest Alaska Municipal Conference (SWAMC) and Fishermen Town Halls

Advertising and promotions

Total Budget: \$60,000 (5.3% of total budget; 25% decrease from FY26)

- The communications program will continue to focus on industry publications such as National Fisherman, as well as engaging with industry and fleet at in-person events, through social media and the ASMI website.
- Also includes on-screen advertising at the Anchorage and Juneau International Airports.
- The FY27 budget will continue Seafood Sustains Alaska (SSA) airport advertising, expand the SSA campaign to Alaska businesses selling Alaska seafood, and work in other ways to improve the in-state perceptions of the Alaska seafood industry.

Stock photo and video

Total Budget: \$60,000 (5.3% of total budget; 14.3% decrease from FY26)

- This activity code includes asset (photo and video) shoots and usage agreements to expand the available library of photos and videos available for all ASMI programs and industry members.
- This activity code also includes costs for production of content, such as 30-second videos for social media or longer form videos for YouTube, which are also available for use by all industry.
- While reduced, this budget should accommodate adequate new and ongoing asset capture and content production needs, especially considering increased ASMI program collaboration.

Printing and materials

Total Budget: \$40,000 (3.5% of total budget; 20% decrease from FY26)

- Printing of recipe cards and books, branded materials, and clothing for events and promotional opportunities; also includes printed direct marketer and direct-to-consumer support materials.
- A \$10,000 decrease will lead to reductions in printed materials, including at printing and inventory contractor KP, as well as reductions of SWAG.

Contract labor support

Total Budget: \$286,650 (25.3% of total budget; no change from FY26)

- Sometimes called program operations by other ASMI programs, the contract labor support activity code supports numerous communications program and domestic consumer PR projects like fleet communications, instate PR work, domestic PR coordination, international program coordination, graphic design, event planning, FAM hosting support, creative special projects, and much more.
- Contract labor support provides consistent communications and other project execution, especially during changes in and training of program staff.
- Contract labor support at times supports projects funded by other ASMI programs (the Alaska Pink Salmon Package, for example) or other non-traditional projects that may come to the communications program.

Media experiences expenses

Total Budget: \$13,050 (1.1% of total budget; 37.4% decrease from FY26)

- This activity code covers expenses for media tours and events, FAM trips, and special press opportunities.
- The reduction in this activity code is partially made up by an increase in a similar line in the domestic consumer PR budget.

Domestic Consumer Public Relations (PR) Budget Overview and Key Changes

The FY27 domestic consumer PR budget is set at \$814,000, a \$50,000 reduction from FY26. Most of this reduction is taken from the fee portion of the contract. It should be noted that the domestic consumer PR budget has been reduced by \$536,000 since FY24, a 39.7% decrease. This significant reduction has necessitated the need to step back and refocus on key goals and outcomes. In general, the FY27 domestic consumer PR budget prioritizes:

- Increased focus on earned media placements and resulting impressions;
- Sustained domestic trade PR efforts; and
- Maintenance of owned social channels, with a reduction of owned content and amplification.

With these priorities in mind, strategic changes include:

- Reestablishment of the Paid RD and Media Experiences Expenses activity codes
- Elimination of the Paid Digital Social Amplification activity code

Despite the reduced budget, this budget still enables ASMI to execute an omnichannel approach that includes a year-long campaign. However, these continued reductions have clear impacts on earned placements and media, key message pull through in those placements, as well as reach, prevalence and quality of posts on social media.

Comparison of Approved FY25, Committed-Approved FY26, FY26 Revised and FY27 Proposed Domestic Consumer PR Budgets

Domestic Consumer and Trade PR Program Budget	FY25	FY26 Comms Committee Approved	FY26 Revised	FY27 Proposed	Change FY26R to FY27P	Change FY26R to FY27P (%)
Consumer PR (Fees)	\$750,000	\$750,000	\$650,000	\$605,000	-\$45,000	-6.9%
Domestic Trade PR (Fees)	\$60,000	\$64,000	\$60,000	\$60,000	\$0	0.0%
TOTAL FEES	\$810,000	\$814,000	\$710,000	\$665,000	-\$45,000	-6.3%
Sample Product and Misc. Media	\$12,000	\$15,000	\$14,000	\$23,000	\$9,000	64.3%
Paid Digital Social Media Amplification	\$50,000	\$48,000	\$40,000	\$0	-\$40,000	-100.0%
Paid Influencer Program	\$140,000	\$135,000	\$90,000	\$73,000	-\$17,000	-18.9%
Paid RD Program	\$20,000	\$14,000	\$0	\$20,000	\$20,000	100.0%
Domestic Event/Sponsorship	\$4,000	\$0	\$0	\$0	\$0	0.0%
Media Experiences Expenses	\$10,000	\$20,000	\$0	\$25,000	\$25,000	100.0%
Staff Travel	\$8,000	\$0	\$0	\$3,000	\$3,000	100.0%
Measurement Tools	\$10,000	\$0	\$10,000	\$5,000	-\$5,000	-50.0%
Brand Partnerships	\$0	\$8,000	\$0	\$0	\$0	-
Customer Survey	\$0	\$10,000	\$0	\$0	\$0	-
Sweepstakes	\$0	\$0	\$0	\$0	\$0	-
TOTAL OUT OF POCKET EXPENSES	\$254,000	\$250,000	\$154,000	\$149,000	-\$5,000	-3.2%
TOTAL BUDGET	\$1,064,000	\$1,064,000	\$864,000	\$814,000	-\$50,000	-5.8%

Domestic Consumer PR Program Activity Code Details and Key Changes:

Program operations – Consumer and Domestic Trade PR Fees

Total Fee Budget: \$665,000 (81.7% of total budget; 6.3% decrease from FY26)

Domestic Consumer PR Program Operations (fees)

Total Budget: \$605,000 (74.3% of total budget; \$45,000 decrease from FY26)

- Activity code includes planning, strategy, consumer media relations, event execution, creative development, influencer relations, social media and digital content development, managing social channels, issues counsel, reporting, and attending ongoing ASMI staff, board and committee meetings.
- Maintaining this comprehensive scope of work is essential to elevating awareness and securing earned and social media visibility for Alaska seafood, as it ensures consistent and strategic storytelling across every touchpoint—ultimately reinforcing Alaska’s leadership in sustainable seafood and maintaining consumer and stakeholder confidence.

Domestic Trade PR Program Operations (fees)

Total Budget: \$60,000 (7.4% of total budget; no change from FY26)

- Includes planning, strategy and trade media relations, as well as virtual attendance of ASMI's foodservice, retail and domestic meetings.
- The consumer and domestic trade PR operations work in tandem to create efficiencies that support strategic efforts across both audiences via media relations and other alignment.
- The retainer enables Alaska seafood to maintain leadership among core trade stakeholders, and ensures continuity across earned media, content development, digital planning and execution, influencer and RD collaboration, social media/community management, and reporting of results.

Out-of-Pocket Direct Program Expenses (OOPS)

Total OOP Budget: \$149,000 (18.3% of total budget; 3.2% decrease from FY26)

Sample Product and Misc. Media

Total Budget: \$23,000 (2.8% of total budget; 64.3% increase from FY26)

- Budget maintains ability to send seafood shipments to media and influencer partners—an effective tactic for generating compelling coverage and securing timely placements.
- Budget increased by \$9,000 for up to three press releases (one for trade, two for consumer) on the wire.
- Some seafood shipments may be covered by the communications program, depending on available budget and staff capacity.

Paid Digital Amplification

Total Budget: \$0 (0% of total budget; 100% decrease from FY26)

- Budget eliminates paid amplification for select sponsored and owned content, reallocating those funds to Paid RD Program and Media Experiences Expenses line.

Paid Influencer Program

Total Budget: \$73,000 (9.0% of total budget; 18.9% decrease from FY26)

- Budget allows for continued partnerships with select micro, mid-tier, or macro influencers to create high-quality social content—recipes, photos, and videos—that build awareness, affinity, and preference for Alaska seafood.
- Influencer-generated content is a key driver of visibility across species and helps engage priority audiences in authentic, trusted ways.
- Slight budget reduction (reallocated to Paid RD Program and Media Experiences line) will limit the number of partners, reach, and volume of content produced.
- Note: reestablished Paid RD activity plans to use some out-of-pocket expenses to generate RD creator content.

Paid RD Program

Total Budget: \$20,000 (2.5% of total budget; restored after no funding in FY26)

- Reestablishes Paid RD Program, which will establish contracts with registered dietitians with demonstrated press credibility, active media relationships, and audience alignment.
- Contracted RDs will be pitched as expert sources, support seasonal campaign windows, provide rapid-response expert commentary and create and deliver organic creator content.
- Paid RDs will work in collaboration with, and augment and support, ASMI Technical RD contractor.
- RD voices provide scientific credibility that drives both quality of coverage and media interest — a direct lever on earned impression scale and authority.

Media Experiences Expenses

Total Budget: \$25,000 (3.1% of total budget; restored after no funding in FY26)

- Allows flexibility for a media event, FAM, combination of both, or another activity that will generate real-time social content and both immediate and long-term earned media that align with Alaska Seafood's core messaging pillars.
- Can be used in combination with the similarly named activity code in the communications program budget.

Staff Travel

Total Budget: \$3,000 (0.4% of total budget; restored after no funding in FY26)

- Covers travel for one Edelman staff to attend ASMI's All Hands on Deck annual conference.

Measurement Tools

Total Budget: \$5,000 (0.6% of total budget; 50% decrease from FY26)

- Funds platforms used to monitor earned media and social conversations, track performance, and deliver ongoing measurement and reporting.
- This reduction is based on measurement tool efficiencies and should not affect the ability to track and measure necessary program metrics and media coverage.