



**MEMORANDUM**

DATE: April 29, 2021  
 TO: ASMI Communications Committee  
 FROM: Ashley Heimbigner, Communications Director  
 SUBJECT: **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 FY22 with requested reductions and adjustments based on program audience priorities.

More than just Alaska PR and government relations, all of ASMI’s programs rely on the communications program in a number of ways. The content generated 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.

The communications program also maintains ASMI’s industry and domestic consumer website(s) in addition to the domestic consumer PR program, which includes social and traditional media.

**Key FY22 Communications Budget Changes**

- Staff has proposed a \$15,000 decrease (1.7%) over the FY21 actual budget
- Personnel line increased to reflect the second year of full staffing (three PCNs) allocated to the communications program, including a Digital Marketing Manager.

**Comparison of Approved FY19, FY20, FY21 & FY22 Communications Program Budgets**

Communications Program	FY19	FY20 <i>(original)</i>	FY21 <i>(original)</i>	FY21 <i>(revised)</i>	FY22 Staff Proposed
Personnel	\$250,000	\$307,000*	\$360,000	\$370,000**	\$382,000
Travel	\$35,000	\$35,000	\$31,000	\$15,000	\$21,000
Conference and Event Sponsorships	\$140,000	\$120,000	\$110,000	\$90,000	\$85,000
Advertising and Promotions	\$110,000	\$110,000	\$100,000	\$100,000	\$100,000
Stock Photo and Video	\$60,000	\$30,000	\$15,000	\$45,000	\$30,000
Printing and Materials	\$55,000	\$55,000	\$65,000	\$70,000	\$65,000
Domestic Consumer PR Support	\$ -	\$ -	\$0	\$0	\$0
Contract Labor Support	\$190,000	\$185,000	\$170,000	\$181,000	\$174,000
Media Tour Expenses	\$ -	\$ -	\$6,000	\$6,000	\$5,000
<b>TOTALS</b>	<b>\$840,000</b>	<b>\$842,000*</b>	<b>\$867,000</b>	<b>\$877,000</b>	<b>\$862,000</b>

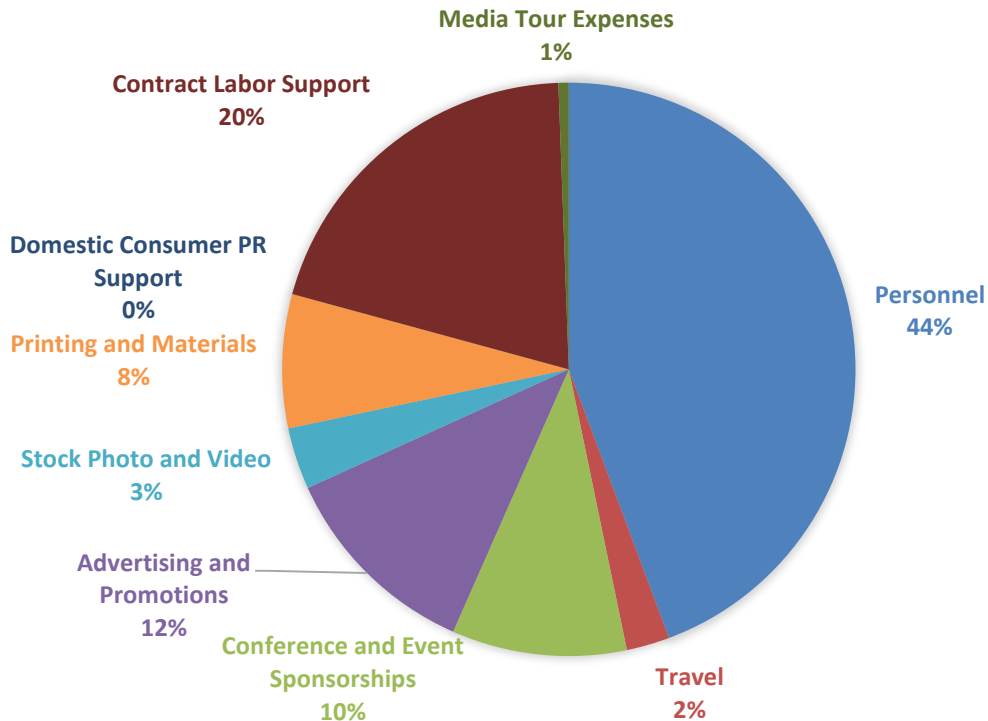
Note: The FY21 budget was revised and approved by the ASMI board in Sept/Oct 2020 due to pandemic related changes.

\*Includes shift of additional PCN from Domestic Program (Digital Marketing Coordinator, Dec 2019 – June 2020); prior FY20 budget Communications budget was \$780,000.

\*\*Includes shift from travel line to accommodate promotion of Digital Marketing Coordinator to Digital Marketing Manager.

## Communications Program Budget Summary and Activity Overview

### FY22 STAFF PROPOSED COMMUNICATIONS PROGRAM BUDGET



#### Activity Code/Budget Section Overview:

##### **PROGRAM OPERATIONS**

*Total Budget \$403,000, 46.5% of total budget*

**Personnel Services:** \$380,000 *Increased 3% from FY21 revised budget* – Funds one full-time director, one full-time Communications and Marketing Specialist and one Digital Marketing Manager. The Communications Program once funded 1/2 and 2/3 of the director and specialist positions respectively as both positions previously shared funding from the international program. The Communications Program began fulling funding both positions in FY18.

The Digital Marketing Coordinator/Manager PCN was added to the Communications Program in mid FY20 and supports all ASMI programs.

**Travel:** \$21,000 *Increased 40% from FY21 revised budget* – includes all staff travel for the director and any support staff working on a communications program project. Increase reflects travel cautious optimism for in-state and conference-related staff travel in mid to late FY22.

##### **CONFERENCES AND EVENT SPONSORSHIPS**

*Total Budget \$85,000, 10% of total (0.6% reduction from FY21 revised)*

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at a number of regional and statewide and virtual conferences. We expect relevant opportunities to increase over the course of FY22, but not return to pre pandemic levels within the fiscal opportunities. Sample of events that ASMI will participate in include:
  - Symphony of Seafood

- Pacific Marine Expo in Seattle
- ComFish in Kodiak
- Bristol Bay Fish Expo
- Alaska Federation of Natives conference,
- Alaska Marine Gala fundraiser for the Seward SeaLife Center
- Southeast Conference
- Southwest Alaska Municipal Conference
- Alaska Food Policy Conference
- Alaska Fisheries Society
- Alaska ProStart Program

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

*Total Budget \$100,000 12% of total (No change from FY21)*

- 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
- Also includes on-screen advertising at the Anchorage International Airport
- Program to continue investigating relevant opportunities to shift to digital advertising. FY21 digital advertising included:
  - National Fisherman
  - Pacific Fishing
  - Social Ads

## **ALASKA STOCK PHOTO, VIDEO, AND PROFILES**

*Total Budget \$30,000, 3% of total budget (47% reduction from FY21 revised)*

- This category includes photographer and videographer contracting as well as usage agreements to expand the available library of photos and videos (produced and b roll) 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.
- Budget significantly reduced to reflect continued utilization of ATP funds for photo and video asset collection project in FY22 and significant content acquisition projects in FY21 which are expected to have long-lasting use and value.

## **PRINTING, MATERIALS, AND SWAG**

*Total Budget \$65,000, 8% of total budget (0.7% decrease from FY21 revised)*

- 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.
- Increase reflects investment of new collateral materials generated from ATP asset collection project, new ASMI brand guide and items created in support of ASMI’s 40<sup>th</sup> anniversary.
- Some cost savings will be found by shifting relevant design activities from outside designers to internal Digital Marketing Marketer, and shifting complex printed pieces to digital-only materials.

- Includes development of digital-only tools to enhance new ASMI website.

### **DOMESTIC CONSUMER PUBLIC RELATIONS SUPPORT**

*Total Budget \$0, 0% of total budget (same as FY20, FY21)*

- 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 \$174,000, 20% of total budget (4% reduction from FY21 revised)*

- Sometimes called program operations by other ASMI programs, this contract labor support and expenses for instate 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 of departmental transition and pandemic-driven unknowns. The continued support is needed with the ongoing significant project management needs for the ATP asset collection, website overhaul and Covid impact reporting projects.
- Graphic design, sponsorship management, product ordering, event participation and other responsibilities have and will continue to shift to ASMI staff over the course of FY21/FY22.

### **MEDIA TOUR EXPENSES**

*Total Budget \$5000, less than 1% of total budget*

- This budget line covers expenses for the Alaska portion of media tours and special press opportunities. In FY22, ASMI expects to host multiple high-value media visits in the end of FY22 which will require additional financial support.

## FY22 Domestic Consumer PR Budget Overview and Key Changes

The ASMI team is recommending a FY22 Domestic Consumer PR program budget of \$1,000,000, a \$20,000 decrease from the FY21 budget (not including the \$27,605 in funds that were rolled over from FY19 to FY20 to support a rescheduled NYC media event, nor the \$50,000 one-time project expenses for the Crisis Communications Manual and Playbook development).

To maintain the success and results of the FY21 program, we recommend the same fee structure, \$65,000/month retainer, which is inclusive of consumer PR, trade PR, event and media coordination, social media and digital/influencer management.

The OOP budget will be adjusted to accommodate the cost reduction by executing more intimate media experiences while maintaining the success of media, social and influencer programs.

### **Comparison of FY19, FY20, FY21 and FY22 Domestic Consumer Public Relations Program Budgets:**

<b>Domestic Consumer and Trade PR Program</b>	<b>FY19 Budget</b>	<b>FY20 Budget</b>	<b>FY21 Budget</b>	<b>FY22 Proposed Budget</b>
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$720,000.00	\$720,000.00	\$720,000.00	\$720,000.00
Domestic Trade PR (Fees)	-	\$60,000.00	\$60,000.00	\$60,000.00
<b>TOTAL FEES</b>	<b>\$720,000.00</b>	<b>\$780,000.00</b>	<b>\$780,000.00</b>	<b>\$780,000.00</b>
Sample Product and Misc. Media	\$8,000.00	\$7,000.00	\$7,000.00	\$10,000.00
Crisis Management Tools			\$50,000.00	
Paid Digital Social Media Amplification	\$80,000.00	\$60,000.00	\$60,000.00	\$60,000.00
Paid Influencer Program		\$40,000.00	\$40,000.00	\$60,000.00
Paid RD Program		\$20,000.00	\$20,000.00	\$20,000.00
Domestic Event/Sponsorship	\$30,000.00	\$4,000.00	\$4,000.00	\$1,000.00
New York Media Event	\$50,000.00	\$40,000.00	\$67,605.00*	\$20,000.00
FAM Trips	\$60,000.00	\$45,000.00	\$45,000.00	\$33,000.00
Staff Travel	\$12,000.00	\$15,000.00	\$15,000.00	\$8,000.00
Measurement Tools (formerly press materials and assets)	\$10,000.00	\$9,000.00	\$9,000.00	\$8,000.00
<b>TOTAL OOPS</b>	<b>\$250,000.00</b>	<b>\$240,000.00</b>	<b>\$317,605.00*</b>	<b>\$220,000.00</b>
<b>TOTAL BUDGET</b>	<b>\$970,000.00</b>	<b>\$1,020,000.00</b>	<b>\$1,097,605.00</b>	<b>\$1,000,000.00</b>

\*Includes \$27,605 in FY20 rollover event funds for New York and Crisis Communications project added mid-FY21.

## **Program Operations – Consumer PR + Domestic Trade (Fees)**

### **Domestic Consumer PR Program Operations (fees)**

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

- Monthly Consumer PR and Social Digital Retainer –\$65k month.
- Average 500 hours per month for planning, strategy, consumer media relations, event execution, creative development, social media development, managing social channels, reporting, and attendance at ongoing ASMI staff, board and committee meetings.

### **Domestic Trade PR Program Operations (fees)**

*Total budget \$60,000, 6% of total (same year over year)*

- Monthly Trade PR Retainer –\$5k month.
- Includes planning, strategy, trade media relations, International Food Editorial Council (IFEC) planning and coordination, and attendance at foodservice, retail and related board and committee meetings.
- The Consumer and Domestic program operations work in tandem to create efficiencies that support strategic efforts across both audiences via media relations and social media alignment.

Retaining the fee structure is imperative to achieving the same or greater level of success across the entire program year-over-year, including executing the below program expenses but especially for generating earned media, content development, digital planning and execution, influencer and RD collaboration and extensive reporting of results. As of February 2021, earned media placements are 13% higher than in FY20. The retainer will allow for continued year-over-year growth and enable Alaska seafood to continue to adapt to shifting media landscapes.

### **OOP Program Expenses:**

#### **Sample Product and Misc. Media**

*Total budget \$10,000, less than 1% of total (\$3K increase from FY21)*

- Sending seafood to consumer and domestic reporters and partners for recipe and story development, in addition to paid media opportunities when appropriate.
  - As of February 2021, 43% of media and social placements were the result of sending seafood to a contact.

#### **Paid Digital Amplification**

*Total budget \$60,000, 6% of total (remains the same from FY21)*

- Paid amplification of social media content, including Facebook, Instagram and Pinterest, to ensure Alaska Seafood content reaches targeted audiences to drive engagement and awareness.
  - As of February 2021, social programs across Instagram, Facebook and Twitter have outperformed previous years in terms of impressions and link-clicks (11% and 22% respectively). In addition, added Pinterest as a paid media channel in FY21 which has proven to be successful in generating clicks on recipe content, solidifying it as an essential channel for ASMI moving forward in FY22.

#### **Paid Influencer Program**

*Total budget \$60,000, 6% of total (\$20K increase from FY21)*

- Partnerships with mid-tier influencers to create social media content, including recipes, photos and videos, that are shared with followers to build affinity and preference for Alaska seafood, while gaining ASMI usage rights to the produced content.
  - The increase in budget allows for Alaska Seafood to partner with high-caliber influencers that have large and engaged networks. This strategy will continue from FY21, which resulted in 43% more impressions by October 2020 than the entire FY20 influencer program combined, in

addition to driving a nearly 5% average engagement rate, exceeding the industry benchmark of 2%.

### **Paid RD Program**

*Total budget \$20,000, 2% of total (remains the same from FY21)*

- Collaborations with Registered Dieticians (RDs) to serve as spokespeople for Alaska Seafood, which drives mentions and preference of Alaska within media coverage.
  - During the Wild Wellness campaign in January and February, 60% of media and social placements were the result of a relationship with a Registered Dietician.

### **Domestic Events/Sponsorships**

*Total budget \$1,000, less than 1% of total (\$3K reduction from FY21)*

- Yearly membership and conference fee for the International Foodservice Editorial Council (IFEC), where Edelman connects with reporters to build relationships and drive coverage of Alaska seafood in trade media throughout the year.
- The reduction in budget is accommodated by eliminating support for the Food & Nutrition Conference and Expo (FNCE) as the status of the conference is unknown and Edelman can find efficiencies within the paid RD program to connect with this audience.

### **NYC Media Event**

*Total budget \$20,000, 2% of total (\$47,605 reduction from FY21, including \$26,705 of rollover funds from FY20)*

- Virtual event activation to connect with media in New York, with event costs including a chef partnership/prepared menu delivered to guests featuring Alaska seafood, gift bags, seafood, spokespeople, etc.
  - After the success of hosting a virtual event in March 2021, which attracted 11 top-tier media and is leading to pending feature stories via Bon Appétit, TODAY, Food Network and more, we recommend hosting another virtual event in FY21. Not only is a virtual experience more cost-effective for similar ROI, this allows ASMI to plan and host the event earlier in the fiscal year while abiding by travel and social distancing guidelines that will remain in New York for the foreseeable future.

### **FAM Trips**

*Total budget \$33,000, 3.5% of total (\$12K reduction from FY21)*

- Rather than one large group trip to Alaska, coordinating intimate one-off FAM trips for targeted top-tier media guests (including consumer media and up to one trip for Domestic trade). Cost includes travel and accommodations for 3-5 individual trips to Alaska.
  - Hosting personalized trips rather than a group trip allows the experience to be tailored to the media attendee and their editorial needs, which will result in more in-depth press coverage. In addition, this format allows for flexibility to coordinate travel to Alaska at the most appropriate time.

### **Edelman Travel**

*Total budget \$8,000, less than 1% of total (\$7K reduction from FY21).*

- Travel accommodations as needed for FAM trips and any ASMI in-person meetings (e.g., All Hands, etc.).

### **Measurement Tools**

*Total budget \$8,000, less than 1% of total (\$1K reduction from FY21)*

- Platforms and tools to monitor media coverage and social media conversations, and to analyze and share results reports on an ongoing basis.

