

FY26 Communications Program and Consumer PR Budget Overview

ASMI Board of Directors Meeting

May 15, 2025

FY26 Communications Program Budget Overview

Communications Program Budget (by Activity Code)	FY22	FY23	FY24	FY25	FY26 Proposed	Change from FY25	% Change from FY25
Personal Services	\$382,000	\$418,000	\$510,000	\$505,000	\$545,500	\$40,500	8.0%
Travel	\$21,000	\$25,000	\$32,000	\$32,000	\$32,000	\$0	0.0%
Conference and Event Sponsorships	\$85,000	\$85,000	\$110,000	\$85,000	\$75,000	-\$10,000	-11.8%
Advertising and Promotions	\$100,000	\$265,000	\$210,000	\$180,000	\$140,000	-\$40,000	-22.2%
Stock Photo and Video	\$30,000	\$45,000	\$70,000	\$70,000	\$70,000	\$0	0.0%
Printing and Materials	\$65,000	\$100,000	\$75,000	\$70,000	\$63,000	-\$7,000	-10.0%
Contract Labor Support	\$174,000	\$317,000	\$273,000	\$273,000	\$286,650	\$13,650	5.0%
Media Experiences Expenses	\$5,000	\$5,000	\$5,000	\$51,500	\$22,850	-\$28,650	-55.6%
TOTALS	\$862,000	\$1,260,000	\$1,285,000	\$1,266,500	\$1,235,000	-\$31,500	-2.5%

Budget reduction (**-\$31,500**), legislatively -directed and merit personal services increases (**+\$40,500**) and 5% increase to contract labor support (**+\$13,650**) necessitates \$85,650 in spending reductions and efficiencies.

Program Operations

(Personal Services & Travel)

FY26: \$577,500

\$40,500 increase (8.0%) from FY25 (all Personal Services*)

Includes staff salaries, benefits, and travel.

***Personal Services budget amount determined by ASMI Fiscal**

Due to adjustments made by the legislature to exempt employee salary schedules as well as annual merit increases, Personal Service costs are expected to increase by 8% in FY26.

Conference and Event Sponsorships

FY26: \$75,000

Recommendation: \$10,000 **decrease (11.8%)** from FY25

Includes trade shows, conferences and events, seafood and other sponsorship for events, and organization memberships.

Budget reduction will be achieved by reducing sponsorship levels or eliminating non -strategic sponsorships.



Advertising and Promotions

FY26: \$140,000

Recommendation: \$40,000 **decrease (22.2%)** from FY25

Includes airport and other in -state advertising, industry publications, and digital and social ads.

This reduction will be attained by eliminating advertising in non -strategic publications and right -sizing advertising for National Fisherman and other commercial fishing publications that have moved online.



Stock Photo and Video

FY26: \$70,000

Recommendation: No change from FY25

Includes photo and video asset capture, processing and organization, and content development.



Printing and Materials

FY26: \$63,000

Recommendation: \$7,000 **decrease (10%)** from FY25

Includes design, printing and freight of printed materials including print run costs at collateral clearinghouse KP, as well as branded SWAG items.

This reduction will be achieved by slightly reduced printing at KP among other reductions in printing or SWAG.

ALASKA SEAFOOD
Alaska Seafood Marketing Institute

ASMI MISSION: Maximizing Value

THE ALASKA SEAFOOD MARKETING INSTITUTE
is Alaska's official seafood marketing arm
— composed of —
INTERNATIONAL MARKETING,
DOMESTIC MARKETING,
COMMUNICATIONS, TECHNICAL,
& GLOBAL FOOD AID PROGRAMS.

ASMI's mission is to
MAXIMIZE the
ECONOMIC VALUE
of the Alaska seafood
resource by:

- Developing and expanding markets
- Building and protecting the Alaska Seafood brand
- Working directly with the seafood industry
- Promoting and marketing Alaska seafood around the world

ASMI WORKS HARD
to position Alaska seafood in a
competitive, market-driven
food industry through
product quality improvements,
global market development and
retail and foodservice promotions.

ASMI also manages the Alaska Seafood
brand and tells the Alaska seafood story
through advertising and public relations,
helping to increase consumer demand.
Through these efforts,
ASMI PLAYS A VITAL ROLE IN
strengthening Alaska's seafood industry
& **bolstering the state's economy.**

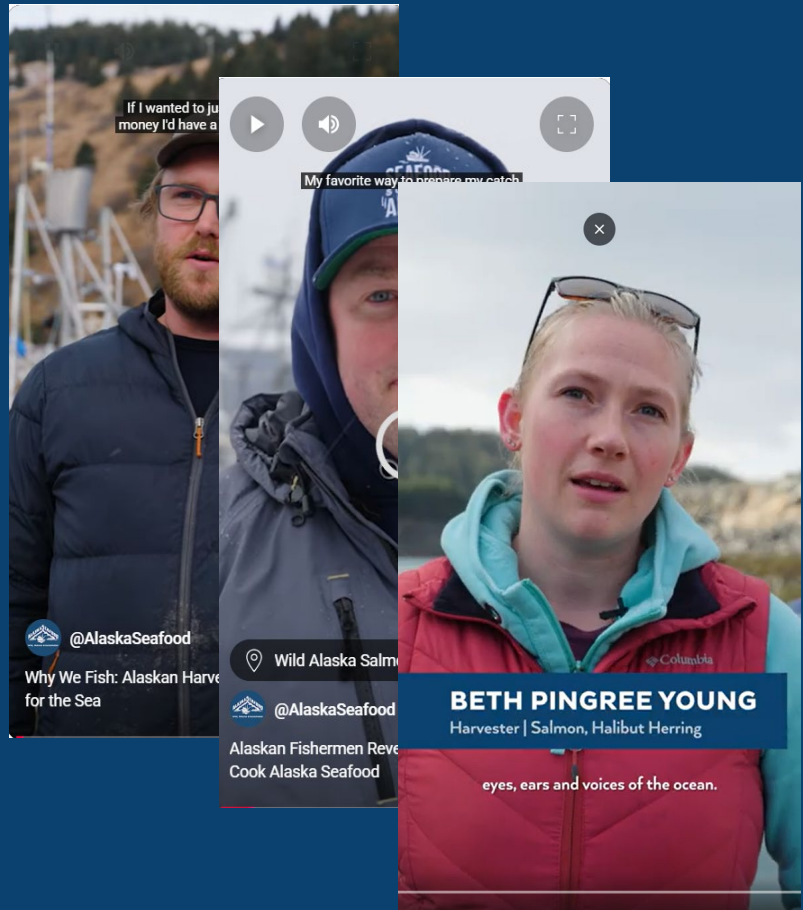
82%
of consumers would be
"a lot more" or
"somewhat more"
likely to buy Alaska seafood when
the Alaska Seafood logo
is displayed

Contract Labor Support

FY26: \$286,650

Recommendation: \$13,650 increase (5%) from FY25

Includes contracts for Rising Tide Communications and Christine Fanning Communications.



These core contractors of the Communications Program have seen no contract increases since FY23, during a time of significantly increasing costs. To maintain volume of high -quality work products and support, director proposes a modest contract increase for both contractors.

Media Experiences Expenses

FY26: \$22,850

Recommendation: \$28,650 **decrease (55.6%)** from
FY25

Includes funds available for media tours, FAM trips and other events to generate media and social coverage.

This activity code was increased significantly in FY25 (to \$51,500 from \$5,000 in FY24) to help offset \$250,000 reduction to Consumer PR budget that year. Consumer PR budget has similar Media Experiences Expenses line for \$20,000, meaning \$48,650 is available for these opportunities.

Overall reduction of \$18,650 will required scaled -back or reduced media or FAM activities.

FY26 Consumer PR Budget Overview

Domestic Consumer and Trade PR Program	FY23	FY24	FY25	FY26 Proposed	Change from FY25	% Change from FY25
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$780,000	\$780,000	\$750,000	\$750,000	\$0	0.0%
Domestic Trade PR (Fees)	\$60,000	\$60,000	\$60,000	\$64,000	\$4,000	6.7%
TOTAL FEES	\$840,000	\$840,000	\$810,000	\$814,000	\$4,000	0.5%
Sample Product and Misc. Media	\$20,000	\$20,000	\$12,000	\$15,000	\$3,000	25.0%
Crisis Management Tools	\$0	\$0	\$0	\$0	\$0	0.0%
Paid Digital Social Media Amplification	\$75,000	\$78,000	\$50,000	\$48,000	(\$2,000)	-4.0%
Paid Influencer Program	\$225,000	\$195,000	\$140,000	\$135,000	(\$5,000)	-3.6%
Paid RD Program	\$20,000	\$20,000	\$20,000	\$14,000	(\$6,000)	-30.0%
Domestic Event/Sponsorship	\$4,000	\$4,000	\$4,000	\$0	(\$4,000)	-100.0%
Media Experiences Expenses				\$20,000	\$20,000	-
New York Media Event	\$73,000	\$70,000	\$0	\$0	\$0	0.0%
FAM Trips	\$75,000	\$30,000	\$10,000	\$0	(\$10,000)	-100.0%
Staff Travel	\$8,000	\$8,000	\$8,000	\$8,000	\$0	0.0%
Measurement Tools	\$10,000	\$10,000	\$10,000	\$10,000	\$0	0.0%
Brand Partnerships	\$0	\$50,000	\$0	\$0	\$0	0.0%
Customer Survey	\$0	\$10,000	\$0	\$0	\$0	0.0%
Sweepstakes	\$0	\$15,000	\$0	\$0	\$0	0.0%
TOTAL OOPS	\$510,000	\$510,000	\$254,000	\$250,000	(\$4,000)	-1.6%
TOTAL BUDGET	\$1,350,000	\$1,350,000	\$1,064,000	\$1,064,000	\$0	0.0%

FY26 Consumer PR Budget Recommendations

- \$4,000 moved from Domestic Event/Sponsorship to Domestic Trade PR (IFEC inactive)
- \$3,000 increase for Sample Product to ensure capacity for agile earned coverage
- Media Experiences Expenses increased to \$20,000 (FY25 was \$10,000) by **reducing**
 - Social Media Amplification by **\$2,000**
 - Paid Influencer by **\$5,000**
 - Paid RD by **\$6,000**
- Paid RD also decreased to align with recent spending trends and increased expertise of Edelman account leads (both RDs).

Pink Salmon Media Package

Goals:

Relaunch pink in domestic market; synergy between programs; visually-aligned content and messaging; affordability, versatility, abundance.



I: Planning

II: Assets

III: Content

IV: Leverage