

# FY25 Communications & Consumer PR Budget Proposal

May 09, 2024 Board of Directors Meeting

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Alaska Seafood Marketing Institute



# FY25 Communications Program Proposed Budget

## Comparison of Approved FY22-24 and Proposed FY25 Communications Program Budgets

Communications Program Budget (by Activity Code)	FY22	FY23	FY24	FY25 Proposed	Change from FY24	% Change from FY24
Personal Services	\$382,000	\$418,000	\$510,000	\$473,500	-\$36,500	-7.2%
Travel	\$21,000	\$25,000	\$32,000	\$32,000	\$0	0.0%
Conference and Event Sponsorships	\$85,000	\$85,000	\$110,000 *	\$85,000	-\$25,000	-22.7%
Advertising and Promotions	\$100,000	\$265,000	\$210,000	\$180,000	-\$30,000	-14.3%
Stock Photo and Video	\$30,000	\$45,000	\$70,000	\$70,000	\$0	0.0%
Printing and Materials	\$65,000	\$100,000	\$75,000	\$70,000	-\$5,000	-6.7%
Contract Labor Support	\$174,000	\$317,000	\$273,000	\$273,000	\$0	0.0%
Media Experiences Expenses	\$5,000	\$5,000	\$5,000	\$51,500	\$46,500	930.0%
<b>TOTALS</b>	<b>\$862,000</b>	<b>\$1,260,000</b>	<b>\$1,285,000</b>	<b>\$1,235,000</b>	<b>-\$50,000</b>	<b>-3.9%</b>

\*\$25,000 was added to the Communications Program budget by the ASMI Board of Directors during their September 2023 meeting to cover some of the costs of the Arctic Winter Games sponsorship (total sponsorship amount: \$45,000).



# Communications Program FY25 Budget Highlights

- \$50K overall budget reduction
- Overall, generally status quo Comms Program budget
- Creation of Media Experiences Expenses Activity Code
- Shift of ¼ Assistant Marketing Coordinator to International Program
- Targeted program reductions (examples: Arctic Winter Games, SSA TV ads)



# Budget Detail: Program Operations

## PROGRAM OPERATIONS - PERSONAL SERVICES + TRAVEL

Total Budget: \$505,500 (41% of total budget; 6.7% decrease from FY24)

**Personal Services:** \$473,500 (38% of total budget; 7.2% decrease from FY24)

- Funds one full-time director, one full-time Communications and Marketing Coordinator, and one Digital Marketing Manager.
- 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 was adjusted to a flex position to allow for growth within the role and to recognize greater responsibilities performed by the position.
- Midway through FY23, Comms began funding  $\frac{1}{4}$  the salary of an Assistant Marketing Coordinator position that supports the International, Domestic and Communications Programs. This position is to be fully funded by the International Program in FY25 and will no longer be part of the Communications Program budget.

**Travel:** \$32,000 (3% of total budget; no change from FY24)

- Includes all staff travel for the director and any support staff working on Communications Program projects.



# Budget Detail: Conference & Event Sponsorships

## CONFERENCES AND EVENT SPONSORSHIPS

Total Budget: \$85,000 (7% of total budget; 22.7% decrease from FY24)

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at numerous regional, statewide, and national events, including virtual conferences. In FY23, the program added new in-state events to support the in-state campaign efforts and these efforts were maintained in FY24.
- A \$45,000 sponsorship of the Arctic Winter Games, held in the Mat-Su Valley in March of 2024, was executed by the Communications Program. The ASMI Board of directors added \$25,000 to the Communications Program FY24 budget, though the total sponsorship amount was \$45,000.
  - This one-time sponsorship will not be repeated in FY25. As a result, the Conference and Event Sponsorship activity code is reduced by \$25,000.
- In addition to attendance at trade shows, conferences, and other events, the Communications Program sponsors events to connect with key audiences and forge strategic partnerships. Where possible, the Communications Program requests that sponsorship dollars be used to purchase and serve Alaska seafood.
- Sample of events the Communications Program may participate in include:
  - Symphony of Seafood
  - Pacific Marine Expo (PME) in Seattle
  - ComFish in Kodiak
  - Alaska Federation of Natives conference
  - Southeast Conference
  - Southwest Alaska Municipal Conference (SWAMC)
  - Salute to the Military
  - Great American Seafood Cookoff (GASCO)
  - Great Alaska Sportsman Show
  - Fairbanks Outdoor Show





# Budget Detail: Contract Labor Support & Media Experiences

## CONTRACT LABOR SUPPORT

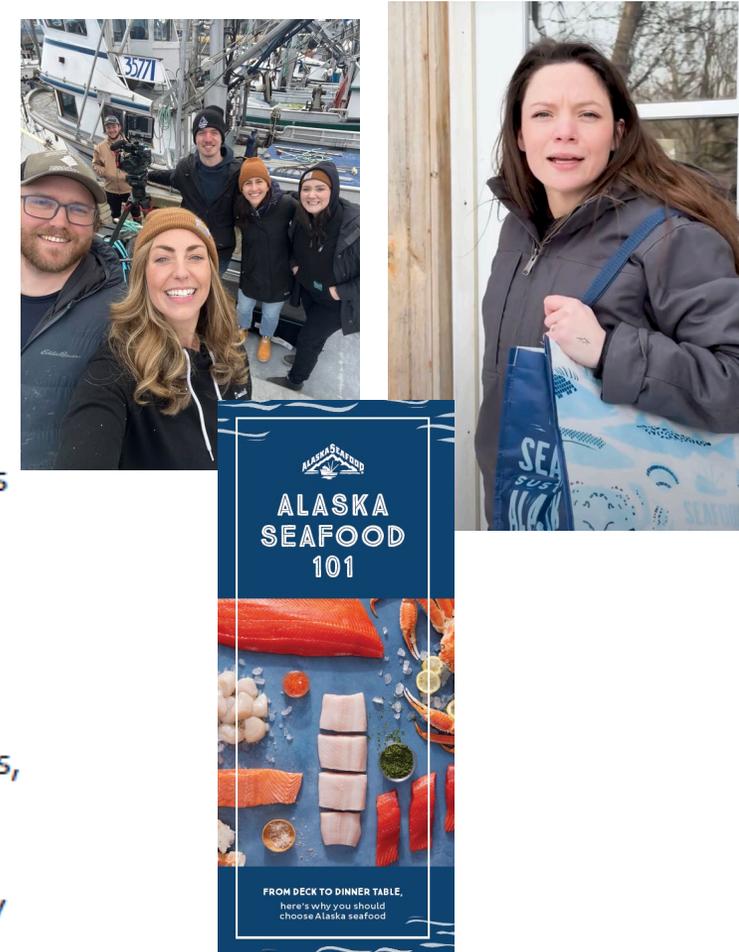
*Total Budget: \$273,000 (22% of total budget; no change from FY24)*

- Sometimes called program operations by other ASMI programs, this activity code includes contract labor support and expenses for fleet communications, instate PR work, domestic PR coordination, international program coordination, graphic design, event planning, FAM hosting support, creative special projects, and much more.
- This contract labor support has helped tremendously to provide consistent in-state and industry communications and project execution during a time of new staff onboarding in the Communications Program.

## MEDIA EXPERIENCES EXPENSES

*Total Budget: \$51,500 (4% of total budget; 930% increase from FY24)*

- Previously called "Media Tour Expenses", this budget line covers expenses for media tours and events, and special press opportunities.
- Due to budget uncertainty, the Communications Program increased this line item to over \$50,000 (from \$5,000 in FY24) to free up funds in the Consumer PR budget. This provides budgetary flexibility for planned or unexpected media visits or events, while still efficiently using staff capacity.



A photograph of two fishermen on a boat deck. The fisherman in the foreground is wearing a red jacket, a green beanie, and blue gloves, pulling a rope. The fisherman in the background is wearing a red hooded jacket and blue gloves, also pulling the rope. The background shows a cloudy sky and the sea.

Consumer PR



# FY25 Consumer PR Proposed Budget

Domestic Consumer and Trade PR Program	FY21	FY22	FY23	FY24	FY25 Proposed	% change from FY24
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$ 720,000	\$ 807,000	\$ 780,000	\$ 780,000	\$ 750,000	-3.8%
Domestic Trade PR (Fees)	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	0.0%
<b>TOTAL FEES</b>	<b>\$ 780,000</b>	<b>\$ 867,000</b>	<b>\$ 840,000</b>	<b>\$ 840,000</b>	<b>\$ 810,000</b>	<b>-3.6%</b>
Sample Product and Misc. Media	\$ 7,000	\$ 135,000	\$ 20,000	\$ 20,000	\$ 12,000	-40.0%
Crisis Management Tools	\$ 50,000	\$ -	\$ -	\$ -	\$ -	-
Paid Digital Social Media Amplification	\$ 60,000	\$ 148,000	\$ 75,000	\$ 78,000	\$ 50,000	-35.9%
Paid Influencer Program	\$ 40,000	\$ 160,000	\$ 225,000	\$ 195,000	\$ 140,000	-28.2%
Paid RD Program	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	0.0%
Domestic Event/Sponsorship	\$ 4,000	\$ 1,000	\$ 4,000	\$ 4,000	\$ 4,000	0.0%
New York Media Event	\$ 67,605	\$ 20,000	\$ 73,000	\$ 70,000	\$ -	-100.0%
FAM Trips	\$ 45,000	\$ 33,000	\$ 75,000	\$ 30,000	\$ 10,000	-66.7%
Staff Travel	\$ 15,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	0.0%
Measurement Tools	\$ 9,000	\$ 8,000	\$ 10,000	\$ 10,000	\$ 10,000	0.0%
Brand Partnerships				\$ 50,000	\$ -	-100.0%
Customer Survey				\$ 10,000	\$ -	-100.0%
Sweepstakes				\$ 15,000	\$ -	-100.0%
<b>TOTAL OOPS</b>	<b>\$ 317,605</b>	<b>\$ 533,000</b>	<b>\$ 510,000</b>	<b>\$ 510,000</b>	<b>\$ 254,000</b>	<b>-50.2%</b>
<b>TOTAL BUDGET</b>	<b>\$ 1,097,605</b>	<b>\$ 1,400,000</b>	<b>\$ 1,350,000</b>	<b>\$ 1,350,000</b>	<b>\$ 1,064,000</b>	<b>-21.2%</b>



# Consumer PR FY25 Budget Highlights

- \$286K overall budget reduction
- Significant reductions to Sample Product, Paid Social Media Amplification, Paid Influencer Program, NY Media Event, and FAM trip out-of-pocket program expenses (OOPS) lines
- New/expanded Media Experiences Expenses Activity Code in Comms budget should help support Media Event and/or FAM(s)



# Budget Detail: Program Operations

## **PROGRAM OPERATIONS – CONSUMER + DOMESTIC TRADE PR FEES**

*Total Budget: \$810,000 (76.1% of total budget; 3.6% decrease from FY24)*

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

*Total Budget: \$750,000 (70.5% of total budget; 3.8% decrease from FY24)*

- Average 400 hours per month for planning, strategy, consumer media relations, event execution, creative development, influencer relations, social media and digital content development, managing social channels, reporting, and attendance at ongoing ASMI staff, board and committee meetings.
- Reduction will require slight reduction in social posts, media outreach and ongoing communications counsel. If additional tactics or support are added, incremental fee may be needed.

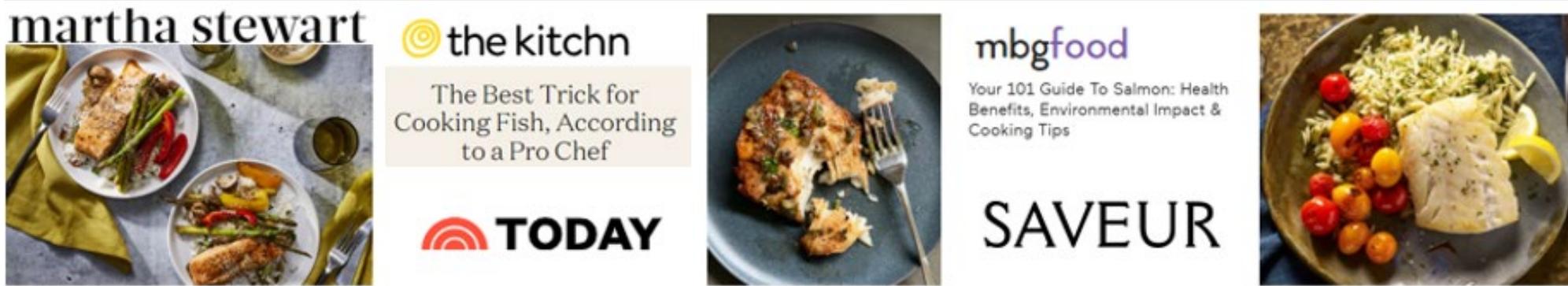
### **Domestic Trade PR Program Operations (fees) -**

*Total Budget: \$60,000 (5.6% of total budget; no change from FY24)*

- 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.
- This fee structure is imperative to upholding success across the entire program year-over-year even with reduced program expenses outlined below, especially for earned media, content development, digital planning and execution, influencer and RD collaboration, social media/community management and extensive reporting of results. The retainer enables Alaska seafood to continue to adapt to shifting media landscapes.



9.8B media impressions and nearly 200 placements secured to-date in FY24, a 12.5% increase compared to FY23.



# Consumer PR Budget Detail

## OUT-OF-POCKET DIRECT PROGRAM EXPENSES (OOPS)

### **SAMPLE PRODUCT AND MISC. MEDIA**

*Total Budget: \$12,000 (1.1% of total budget; 40% decrease from FY24)*

- Sending seafood to consumer and domestic reporters and influencer partners for recipe, content and story development, in addition to national media opportunities when appropriate, ongoing (e.g. broadcast segments, like TODAY Show, etc.).
- Reduction in product will result in less media and social coverage.
- Depending on budget and staff capacity, the Communications Program may cover certain product shipments to media.

### **PAID DIGITAL AMPLIFICATION**

*Total Budget: \$50,000 (4.7% of total budget; 35.9% decrease from FY24)*

- Paid amplification of social media content, including influencer posts, including Facebook, Instagram, TikTok and Pinterest, to ensure Alaska Seafood content reaches targeted audiences to drive engagement and awareness.
- Reduction in paid budget will result in lower social reach and engagement.

### **PAID INFLUENCER PROGRAM**

*Total Budget: \$140,000 (13.2% of total budget; 28.2% decrease from FY24)*

- Slight decrease still provides funds to execute partnerships with select micro, mid-tier or macro influencers to create social media content, including recipes, photos and videos, that are shared with followers to build affinity and preference for Alaska seafood.
- Influencer partnerships will result in content posting that drives awareness and visibility for range of species.
- Reduction in influencer budget will result in fewer partners, reach and/or content.



# Phase 2 Consumer PR Campaign Results

	PLACEMENTS/POSTS	IMPRESSIONS	ER%	ENGAGEMENTS
<b>INFLUENCER PARTNERSHIPS*</b>	15	4.4M	0.15%	23.5K
<b>OWNED/PAID SOCIAL MEDIA CONTENT</b>	3	1.3M	5.13%	60K
<b>EARNED MEDIA COVERAGE</b> <i>via proactive outreach, mailers and interviews</i>	81	2B	N/A	N/A
<b>TOTAL</b>	<b>99</b>	<b>2.2B</b>	<b>5.28%</b>	<b>83.5K</b>

**Top Reach**



**@FlavorsByAle**  
Alaska Sole  
Reach: 1.9M

**Highest Saves**



**@ZestfulKitchen**  
Canned Alaska Salmon  
Saves: 868

**Highest Engagement**



**@KenaPeay**  
Alaska Surimi  
Avg. ER: 8.7%



# Consumer PR Budget Detail

## PAID RD PROGRAM

*Total Budget: \$20,000 (1.9% of total budget; no change from FY24)*

- Collaborations with Registered Dietitians (RDs) to serve as spokespeople for Alaska Seafood, which drives mentions and preference of Alaska within media coverage.
- Retaining the budget is critical to upholding relationships and positive health-related press mentions.

## DOMESTIC EVENTS/SPONSORSHIPS

*Total Budget: \$4,000 (0.4% of total budget; no change from FY24)*

- 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. Budget allows for Edelman to attend the IFEC in person.
- Retaining the budget allows for Edelman to attend the IFEC in person and maintain visibility among the priority trade audience.

## NEW YORK MEDIA EVENT

*Total Budget: \$0 (0.0% of total budget; 100% decrease from FY24)*

- Eliminated in FY25 due to budget reductions and state funding uncertainty. This could be revisited should there be additional state funding.
- Media Experiences Expenses activity code in Communications Program budget may support a media event in FY25.

## FAM TRIPS

*Total Budget: \$10,000 (0.9% of total budget; 66.7% decrease from FY24)*

- Will allow for 1-2 one-off media visits for targeted outlets to experience Alaska seafood first-hand. All trips will produce real-time earned social content as well as immediate and long-term stories that align with Alaska Seafood messaging pillars.
- Reduced in FY25 due to budget reductions and state funding uncertainty. This could be revisited should there be additional state funding.
- Media Experiences Expenses activity code (\$51,500) in Communications Program budget may support multiple smaller trips or one larger FAM trip in FY25.



# Cook Wild Media Event & Tour

On March 14, 30 top tier media and influencers attended the Cook Wild Tasting Event at the Tin Building set at the former site of NYC's iconic Fulton fish market.

- Alaska fisherman Hannah Heimbuch provided an overview of her life as a fisherman and filleted a whole salmon, and Chef Jean-Georges demonstrated various preparations of wild Alaska seafood while guests enjoyed a variety of dishes.
- A beautiful display of all species of Alaska seafood provided a backdrop for educational discussions.
- Guests also left with an Alaska Seafood bag filled with an Alaska seafood apron, Alaska sablefish, a Jean-Georges recipe for yuzu miso sablefish, spices, recipe cards and more.



marthastewartblog An Alaska Seafood Tasting... Last week I attended a seafood tasting event at New York City's Tin Building by Jean-George to celebrate all of the wild and sustainable seafood coming from Alaska. @chefjg prepared an array of delicious dishes and demonstrated a selection of techniques on how to prepare seafood at home. He also spoke about the importance of using high quality, sustainable ingredients. Third-generation Alaska fisherman, @hannahsevensen filleted an Alaska salmon and talked about the state's dedication to sustainability and responsible seafood harvesting. All photos taken by John Labbe. smugmug.com. Please visit www.alaskaseafood.org for more information. #alaskaseafood

Captions:  
1 - Here I am with Chef Jean-Georges Vongerichten. We've known each other for many years.  
2 - The Tin Building by Jean-Georges is a 53,000 square-foot structure that houses six restaurants, six fast-casual counters, four bars, a private dining room, a central grocery, pantry shops, a flower shop, and much more.  
3 - More than 80-percent of wild seafood harvested in the United States comes from Alaska waters including five species of salmon, white fish species like sablefish, halibut, cod, rockfish, sole/flounder and pollock, and shellfish like crab.  
4 - Chef Jean-Georges and his team prepared an array of dishes including this Alaska scallop with caper and raisin emulsion.  
5 - This is Crispy Alaska Sockeye Salmon Sushi with chipotle mayonnaise, and a soy glaze.  
6 - Hannah demonstrates how to filet a whole Alaska salmon.  
7 - This is a lovely filet of Alaska sablefish also known as black cod. Here it is topped with yuzu miso.  
8 - This is Alaska halibut with Chef Jean-Georges' Chateau Chalon sauce, tomato, and zucchini.  
9 - This drink is a yuzu drop with vodka, vanilla liqueur, tart yuzu.



39

Face-to-Face Social Media Interactions Posts

65+

4.2M

Impressions

3

Media Tour Bookings

10+

Pending Stories



# Immediate Opportunities and Next Steps

Many stories are in the works as a result of the Cook Wild tasting event and media tour in New York, including the following. In addition, media relationships were strengthened for long-term opportunities.

## SAVEUR

Hosting follow-up calls to discuss editorial stories, including coverage on the quality of frozen.



Exploring future broadcast segments, including hosting a TV crew in Alaska.

## bon appétit

Interested in featuring an Alaska fisherman in an upcoming video and covering sustainability.



Working on a piece about wild seafood nutrition and sustainable harvesting.

## GOOD HOUSEKEEPING

Planning recipes and seafood shopping guides to feature more variety of species.



## delish



Online and social coverage in development as a direct result of in-person meetings.

# Visitor Industry Actions & Plans

- Increased engagement with Alaska Travel Industry Association
  - Legislative Lunch & Learn, resources,
  - Upcoming joint FAM trip
- Joined Cruise Line Industry Association (CLIA)
- Holland America – Seafood U, upcoming conversation about consumer-facing materials
- FY25 \$5k: CLIA membership (\$2.5k); development of onboard or industry training materials (\$1.5k); and product for consumer-facing events (\$1k)



**Thank you!**  
**Questions?**

