FY23 COMMUNICATIONS + CONSUMER PR BUDGET PROPOSAL

ASMI BOD Meeting, May 12, 2022

Ashley Heimbigner, Communications Director
Communications + Consumer PR Program

Key:
- **Staff**
- **Contractor**

**Communications Director**
Ashley Heimbigner

**Marketing & Communications Spec/Coord**
Kimberly Valverde

**Digital Marketing Manager**
Tanna Peters

**Rising Tide Comms**
Kate Consenstein + Team

**Communications Consultant**
Christine Fanning

**Domestic, International, Technical & Admin Teams**

**Domestic, International, Technical & Admin Teams**

**Edelman PR**
Domestic Consumer Public Relations. Supports Communications, Retail and Foodservice Programs with media relations, promotional events, FAM Trips, events planning, social media, and more.

**Communications Committee**

In-state Communications. Coordinating Alaska media events, industry relations/ advertising, strategic planning, AK outreach, annual report and other content development and collateral material creation.
<table>
<thead>
<tr>
<th>Communications Program</th>
<th>FY20 (original)</th>
<th>FY21 (revised)</th>
<th>FY22</th>
<th>FY23 Staff Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Services</td>
<td>$307,000</td>
<td>$370,000</td>
<td>$382,000</td>
<td>$418,000</td>
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<td>Travel</td>
<td>$35,000</td>
<td>$15,000</td>
<td>$21,000</td>
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<tr>
<td>Conference and Event Sponsorships</td>
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<td>$90,000</td>
<td>$85,000</td>
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<tr>
<td>Advertising and Promotions</td>
<td>$110,000</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$150,000</td>
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<td>Stock Photo and Video</td>
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<td>$45,000</td>
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<td>Printing and Materials</td>
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<td>$70,000</td>
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<td>Contract Labor Support</td>
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<td>$181,000</td>
<td>$174,000</td>
<td>$202,000</td>
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<tr>
<td>Media Tour Expenses</td>
<td>$ -</td>
<td>$6,000</td>
<td>$5,000</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>$842,000</td>
<td>$877,000</td>
<td>$862,000</td>
<td>$1,000,000</td>
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</table>
Personal Services: $418,000
  • 9% increase from FY22
  • Reclassification of flex position

Travel: $25,000
  • 14% increase from FY22
  • New in state opportunities
CONFERENCES AND EVENT SPONSORSHIPS:

$85,000

- In-state + industry event sponsorships and participation.

- No change from FY22

- Examples:
  - Symphony of Seafood
  - Pacific Marine Expo in Seattle
  - ComFish
  - Bristol Bay Fish Expo
  - SWAMC
  - Visitor and other seafood adjacent industry events
$150,000

• Fleet, seafood industry and in-state advertising and promotions

• 50% increase from FY22

• Examples:
  • National Fisherman
  • ANC, JNU Airport Advertising
  • Pacific Fishing
  • Social/Digital Advertising
    • In-state audience
Q3: January - March 2022

Compared to Q2 2021

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Sessions</th>
<th>vs Q2 (2021)</th>
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<tbody>
<tr>
<td>Organic Search</td>
<td>27,511</td>
<td>+ 51.74%</td>
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<tr>
<td>Direct</td>
<td>23,606</td>
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<tr>
<td>Referral</td>
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<tr>
<td>Social</td>
<td>4,739</td>
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<tr>
<td>Email</td>
<td>1,069</td>
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<tr>
<td>Paid Social</td>
<td>44,463</td>
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<tr>
<td>Paid Search</td>
<td>29</td>
<td>- 99.03%</td>
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WELCOME

TO THE ALASKA SEAFOOD ONLINE MARKETPLACE
BAKED EGGS ALASKA WITH WILD ALASKA PINK SALMON

Ingredients
1 green chilli, seeded and thinly sliced
1 small red onion, peeled and finely chopped
3 vine tomatoes, seeds removed and chopped
1 tablespoon cider vinegar
Sea salt flakes, to taste
Freshly ground black pepper, to taste
A pinch of sugar
1 tablespoon olive oil, plus extra for frying
A small bunch of fresh dill, chopped
A small bunch of fresh chives, finely chopped
3 1/2 tablespoons butter
2 shallots, peeled and finely chopped
4 cups fresh spinach, zucchini and asparagus
2 1/3 cup heavy cream
1 tablespoon Dijon mustard
Grated zest of 1 lemon
Freshly grated nutmeg
A good pinch of white pepper
1 large can of Alaska pink salmon, drained
4 large eggs
Toasted sourdough, to serve
Lemon wedges, to serve

Instructions

1. **Make the relish**
   - Place the chilli, onion, tomatoes, vinegar, salt, black pepper and sugar in a bowl, mix well then stir in the olive oil and the chopped herbs.

2. **Fry the shallots**
   - Melt the butter with a good glug of olive oil in a large frying pan over a gentle heat, add the shallots and cook for 2 minutes being careful not to color the shallots.

3. **Cook the vegetables**
   - Add the zucchini, spinach and asparagus to the pan, stirring to combine, and continue to cook for another 5-7 minutes until the water from the spinach has evaporated.

4. **Finish the salmon mixture**
   - Add the eggs and heavy cream, mustard, brown zest, a good amount of grated nutmeg and white pepper. Cook for a further 3 minutes, stirring occasionally, then carefully stir in the pink salmon directly from the can and taste for seasoning.

Recipe Tutorial

5. **Crack eggs and cook**
   - Make four wells in the salmon mixture and crack an egg into each well, and continue to cook for around 5 minutes or until the egg whites are set and the yolks are runny.

6. **Plate and serve**
   - Serve with the red onion and dill relish, strips of toasted sourdough and lemon.

Recipe courtesy of Rachel Green
PHOTO AND VIDEO ACQUISITION

$45,000

• Ongoing content acquisition and development

• 50% increase from FY22

• Cruise industry content
PRINTING AND MATERIALS

$70,000

- Reports, recipe cards, decals swag and other direct marketer and industry support materials

- 8% increase from FY22 to support in-state campaign
PROGRAM SUPPORT

$202,000

• Reports, recipe cards, swag and other direct marketer and industry support materials

• 13% decrease from FY22 (inclusive of ARPA funds)
  • 16% increase from FY22 original
Alaska Program

Engaged the people who cook with seafood the most – Alaskans and the seafood industry – through digital and media tactics that reached 1.9 million impressions.

Influencers
Alaska partners spurred conversation and hacks sharing with 200K views and impressions, plus more than 7.5K engagements including nearly 600 comments from users sharing hacks.

Social Participation
Alaskans and industry members posted about #AlaskaSeafoodHacks using ASMI provided images/copy as well as original content, driving more than 60 posts and 900K impressions.

Alaska + Industry Press
Reached local audiences through earned media in targeted Alaska and fishing industry outlets.
MEDIA TOUR EXPENSES

$5,000

• No change from FY22
CONSUMER PR
FY23 CONSUMER PR BUDGET PROPOSAL

RANGE: $900,000 - $1,350,000
DEPENDENT ON ACCEPTED PROPOSAL

CURRENTLY OUT FOR RFP
<table>
<thead>
<tr>
<th>Domestic Consumer and Trade PR Program</th>
<th>FY20 Budget</th>
<th>FY21 Budget</th>
<th>FY22 Budget</th>
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<tbody>
<tr>
<td><strong>Program Operations:</strong></td>
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<tr>
<td>Monthly Consumer PR, Social, Digital (Fees)</td>
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<td><strong>ARPA Incremental Funds</strong></td>
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<td>$1,097,605.00</td>
<td>$1,400,000.00**</td>
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**FY22 Key Changes:**

- **$400,000 ARPA funds**
  - Exponentially increased reach of primary campaign;
  - $150 - trade support; $250 to social/influencer

- Media Event Shifted to New Tactics
  - Guaranteed coverage through SMT, Mat Release + Influencer Visit to Alaska

**Includes incremental ARPA funds awarded mid-year**
#ALASKASEAFOODHACKS
CAMPAIGN RESULTS
National Program

Integrated campaign reaching consumers, trade and industry via media and digital channels resulted in 140 million impressions, garnering more impressions, engagements and placements compared to past four campaigns combined.

Influencers
Top-tier partners attracted 2.8M views and engagements. Drove high volume, but low cost-per-engagement.

Owned + Paid Social
IG Reels and TikTok videos were highly successful, contributing to all-time best records for engagement and link clicks.

Earned + Paid Media
Concept of hacks appealed to media, chefs, RDs and influencers earning 130+ pieces of media and social coverage.
CONSUMER PR: Q4 CO-OP SMT
Put Sustainability on the Family Menu: Serve wild, sustainably produced seafood

Apr 27, 2022 Updated Apr 30, 2022 0
CONSUMER PR

FY23 THEME:
BUILDING ON SUCCESS OF 2022

• Influencer partnerships
• Connecting with home cooks
• Sustainability, traceability, utilizing new visual assets and stories
• Integrated campaigns, engaging the industry
• Product sampling
• Bringing people to the source
For Fancy Fish at Home, Frozen Is the Way to Go

Frozen not just any fish, but the best kind of fish: wild salmon. Not only is it fresh and delicious, but it's also more sustainable than farmed salmon.

According to a recent study by the University of California, Santa Cruz, farmed salmon can have up to 100 times more contaminants than wild salmon. And, when it comes to flavor, wild salmon is simply the best. It's rich, creamy, and mildly sea-salty, with a delicate flavor that's hard to beat.

So, how do you choose the best wild salmon? It's all about the region. The West Coast of the United States is known for its high-quality wild salmon, especially the Pacific Ocean. And, when it comes to wild salmon, the fresher the better. That's why frozen is the way to go.

But, how do you tell if a frozen salmon is fresh? It's all about the packaging. Make sure it's vacuum-sealed and there's no moisture or freezer burn. Also, check the expiration date. If it's been sitting on the shelf for too long, it's not going to be as fresh as it could be.

Finally, when you're ready to cook your salmon, make sure to defrost it properly. If you're in a rush, you can defrost it in the refrigerator overnight. But, if you have a little more time, you can defrost it in the microwave or under cold running water.

So, the next time you're in the market for some fancy fish, remember, frozen wild salmon is the way to go. It's fresh, delicious, and sustainable. And, with the right packaging and cooking techniques, it's sure to be a hit!
Some of my best memories are from Bristol Bay, fishing with my family and putting away salmon for the winter.

Kenneth Gross
Fisherman and Owner
Alaska Native Fisheries LLC

As a lifelong resident of coastal Alaska, I value the contributions commercial fishing makes to these communities.

Forrest Bowers
Deputy Director, Alaska Department of Fish and Game
Division of Commercial Fisheries

I want there to be fish for Alaskans in the future and for my descendants to enjoy and benefit from as I have in my lifetime.

Melanie Brown
Bristol Bay salmon fisherman
kenapeay I'm in Alaska! I'm so excited and can't wait to share what I've been up to. Y'all are going to love this! It involved a seaplane, several boat trips, and lots of learning! Follow along in stories this week. More to come soon. Happy Tuesday, beautiful ones! 😊
THANK YOU