



MEMORANDUM

DATE: 4/11/2023
 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 FY24 with requested 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 FY24 Communications Budget Changes

- Staff proposes two budget scenarios below.
 - The first scenario includes a decrease of \$100,000 (8%) to the overall Communications Budget.
 - The second scenario is based on a static overall budget amount, should ASMI’s the \$5 million in State General Funds proposed in the Governor’s budget.

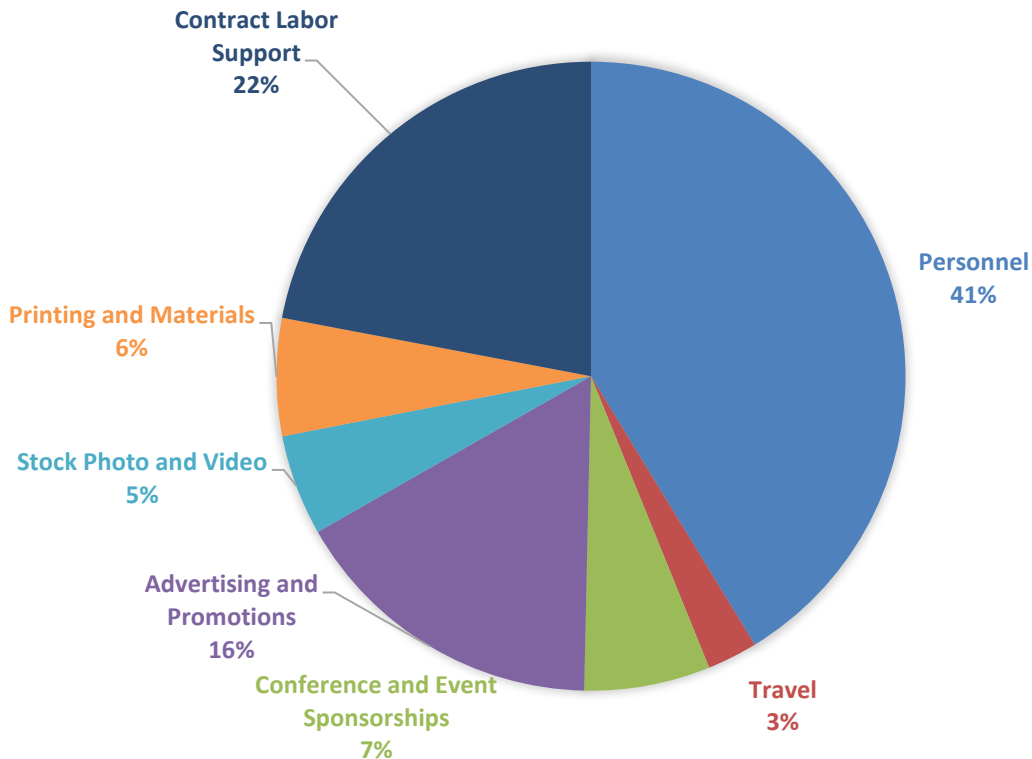
Comparison of Approved FY20, FY21, FY22 & FY23 Communications Program Budgets

Communications Program	FY21 <i>(revised)</i>	FY22	FY23	FY24 Proposed	FY24 Proposed GF
Personal Services	\$370,000	\$382,000	\$418,000**	\$478,000***	\$478,000***
Travel	\$15,000	\$21,000	\$25,000	\$30,000	\$32,000
Conference and Event Sponsorships	\$90,000	\$85,000	\$85,000	\$75,000	\$85,000
Advertising and Promotions	\$100,000	\$100,000	\$265,000	\$190,000	\$225,000
Stock Photo and Video	\$45,000	\$30,000	\$45,000	\$60,000	\$70,000
Printing and Materials	\$70,000	\$65,000	\$100,000	\$70,000	\$80,000
Contract Labor Support	\$181,000	\$174,000	\$317,000	\$255,000	\$285,000
Media Tour Expenses	\$6,000	\$5,000	\$5,000	\$2,000	\$5,000
TOTALS	\$877,000	\$862,000	\$1,260,000	\$1,160,000	\$1,260,000

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 of Marketing Specialist to Marketing Specialist/Coordinator flex position.
 *** Includes addition of ¼ salary for new Assistant Marketing Coordinator

Communications Program Budget Summary and Activity Overview

FY23 STAFF PROPOSED COMMUNICATIONS PROGRAM BUDGET



Activity Code/Budget Section Overview:

PROGRAM OPERATIONS

Total Budget \$508,000, 44% of total budget

Personal Services: \$478,000 Increased 14% from FY22 budget – Funds one full-time director, one full-time Communications and Marketing Coordinator, one Digital Marketing Manager and ¼ salary for an Assistant Marketing Coordinator.

- The Digital Marketing Coordinator/Manager PCN was added to the Communications Program in mid 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 ¼ the salary of an Assistant Marketing Coordinator position that supports the International, Domestic and Communications Programs.

Travel: \$30,000 Increased 14% from FY22 budget – includes all staff travel for the director and any support staff working on a communications program project. Increase reflects cautious optimism for in-state and conference-related staff travel in FY23.

CONFERENCES AND EVENT SPONSORSHIPS

Scenario 1: Total Budget \$75,000, 7% of total (12% decrease from FY23)

Scenario 2: Total Budget \$85,000, 8.5% of total (0% change from FY23)

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at a number of regional and statewide and virtual conferences. In FY23, the program added new in-state events to support the in-state campaign efforts. These will need to be considered with a smaller budget.
- 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
 - Local Catch Seafood Summit
 - Great American Seafood Cookoff
 - Alaska Outdoor Show

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

Scenario 1: Total Budget \$190,000, 16% of total (28% decrease from FY23)

Scenario 2: Total Budget \$220,000, 17% of total (17% decrease from FY23)

- Industry Advertising: The communications program will continue to focus on fishing industry publications such as National Fisherman, Pacific Fishing, Fishermen's News, in addition to building out relevant in-state advertising opportunities like Edible Alaska, Fish Alaska Magazine and more.
- Also includes on-screen advertising at the Anchorage and Juneau International Airports.
- Program to continue pursuing relevant opportunities to shift to digital advertising to promote ASMI's new digital resources, including the Alaska Seafood Marketplace, "How to Buy" page and recipe database.
- In State Advertising: In FY23, the program invested \$70-\$90k in broadcast, streaming, print and digital advertising as central messaging tactic related to the in-state Seafood Sustains Alaska campaign. The reduced budget
- *Note: Several In-state campaign/promotional items were originally budgeting to this line, but were moved to other lines for accounting reasons. Actual FY23 spend in this line will be closer to \$220k than \$265k.*

ALASKA STOCK PHOTO, VIDEO, AND PROFILES

Scenario 1: Total Budget \$60,000, 5% of total budget (33% increase from FY23)

Scenario 2: Total Budget \$75,000, 6% of total budget (66% increase from FY23)

- 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 includes an increase to accommodate new and ongoing video and content production needs.

PRINTING, MATERIALS, AND SWAG

Scenario 1: Total Budget \$70,000, 6% of total budget (30% decrease from FY23)

Scenario 2: Total Budget \$90,000, 6% of total budget (10% decrease from FY23)

- 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.
- Decrease reflects significant FY23 investment in new collateral materials generated to support the in-state campaign; inventories should remain available into FY24.

CONTRACT LABOR SUPPORT

Scenario 1: Total Budget \$255,000, 22% of total budget (20% reduction from FY23 budget)

Scenario 2: Total Budget \$285,000, 23% of total budget (10% reduction from FY23 budget)

- Sometimes called program operations by other ASMI programs, this contract labor support and expenses for in-state PR work, domestic PR coordination, international program coordination, graphic design, event planning, FAM hosting support and creative special projects.
- This contract labor support has helped tremendously to provide consistent in-state and industry communications during the past year with the new in-state campaign and messaging efforts.
- The continued support is needed with the new and expanded communications efforts to both fleet and in-state audiences, as well as additional anticipated inbound media visits.
- Graphic design, sponsorship management, product ordering, content development, event participation and other responsibilities shifted from contractors to ASMI staff over the course of FY22/FY23; however, some of those responsibilities may need to shift back to contractors as the program is in transition in FY24.

MEDIA TOUR EXPENSES

Scenario 1: Total Budget \$2000, less than 1% of total budget

Scenario 2: 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 FY24, ASMI may have a smaller Consumer PR Fam to support, hence the proposed decrease in scenario 1.

FY24 Domestic Consumer PR Budget Overview and Key Changes

Based on guidance from the ASMI Board of Directors, the communications team has recommended a FY24 Domestic Consumer PR program budget of \$1,250,000, a 7% YOY decrease from FY23 due to funding changes. However, the program will still drive reach of the Alaska Seafood brand and awareness for wild and sustainable seafood from Alaska.

To accommodate the decreased YOY budget, the direct expenses will adjust slightly while still enabling ASMI to execute an omnichannel approach that includes a year-long campaign as well as ongoing storytelling. The FY24 integrated program includes consumer PR, trade PR, experiential events, social media management, influencer relations, digital content and amplification.

Comparison of FY21, FY22, FY23 and FY24 Domestic Consumer Public Relations Program Budget:

Domestic Consumer and Trade PR Program	FY21*	FY22**	FY23	FY24 Proposed	FY24 Proposed GF
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$720,000.00	\$807,000	\$780,000	\$780,000	\$780,000
Domestic Trade PR (Fees)	\$60,000.00	\$60,000	\$60,000	\$60,000	\$60,000
TOTAL FEES	\$780,000	\$867,000	\$840,000	\$840,000	\$840,000
Sample Product and Misc. Media	\$7,000	\$135,000	\$20,000	\$10,000	\$20,000
Crisis Management Tools	\$50,000				
Paid Digital Social Media Amplification	\$60,000	\$148,000	\$75,000	\$60,000	\$78,000
Paid Influencer Program	\$40,000	\$160,000	\$225,000	\$218,000	\$225,000
Paid RD Program	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Domestic Event/Sponsorship	\$4,000	\$1,000	\$4,000	\$4,000	\$4,000
New York Media Event	\$67,605*	\$20,000	\$73,000	\$70,000	\$70,000
FAM Trips	\$45,000	\$33,000	\$75,000	\$10,000	\$75,000
Staff Travel	\$15,000	\$8,000	\$8,000	\$8,000	\$8,000
Measurement Tools	\$9,000	\$8,000	\$10,000	\$10,000	\$10,000
TOTAL OOPS	\$317,605	\$533,000	\$510,000	\$410,000	\$510,000
TOTAL BUDGET	\$1,097,605*	1,400,000**	\$1,350,000	\$1,250,000	\$1,350,000

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

**Includes incremental ARPA funds awarded in FY22 to amplify consumer and domestic PR efforts.

FY24 PROGRAM OPERATIONS – CONSUMER PR + DOMESTIC TRADE (FEES)

Domestic Consumer PR Program Operations (fees) - *No change between scenarios*

Total budget \$780,000, 53% of total (consistent with FY22)

- Monthly Consumer PR and Social Digital Retainer –\$65k month.
 - Average 550 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.

Domestic Trade PR Program Operations (fees) - *No change between scenarios*

Total budget \$60,000, 4% 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.

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 will allow for continued year-over-year growth and enable Alaska seafood to continue to adapt to shifting media landscapes, similar to FY23. For example, as of March 2023, earned media placements are 14% higher and influencer reach and engagement is 96% and 87% higher respectively compared to 2022.

FY24 Program – OOP DIRECT PROGRAM EXPENSES

Sample Product and Misc. Media

Scenario 1: Total budget \$10,000, less than 1% of total (\$10k decrease FY23)

Scenario 2: Total budget \$20,000, 1% of total (consistent with FY23)

- Sending seafood to consumer and domestic reporters and partners for recipe and story development, in addition to national media opportunities when appropriate, ongoing (e.g. broadcast segments, like TODAY Show, Martha Stewart Cooks, etc.).

Paid Digital Amplification

Scenario 1: Total budget \$60,000, 4% of total (\$15k decrease from FY23)

Scenario 2: Total budget \$78,000, 5% of total (\$3K increase from FY23)

- 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.

Paid Influencer Program

Scenario 1: Total budget \$218,000, 17% of total (\$7k decrease from FY23)

Scenario 2: Total budget \$225,000, 16% of total (consistent with FY23)

- Slight decrease in Scenario 1 still provides funds to execute partnerships with mid-tier and 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, while gaining ASMI usage rights to the produced content.

- Influencer partnerships will result in content posting at key times throughout the year to drive awareness and visibility for range of species.
- Opportunity to include link to purchase product directly to impact sales.

Paid RD Program - *No change between scenarios*

Total budget \$20,000, 2% of total (consistent with FY23)

- Collaborations with Registered Dieticians (RDs) to serve as spokespeople for Alaska Seafood, which drives mentions and preference of Alaska within media coverage.

Domestic Events/Sponsorships - *No change between scenarios*

Total budget \$4,000, less than 1% of total (consistent with FY23)

- 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.

New York Media Event - *No change between scenarios*

Total budget \$70,000, 5% of total (\$3,000 decrease from FY23)

- Slight decrease based on actual costs in previous year.
- In-person event activation to connect with media in New York, with event costs including a multi-course tasting menu featuring Alaska seafood, gift bags, seafood for attendees, spokespeople, etc.
- NY event allows Alaska seafood to engage with media face-to-face and meet with new reporters that are regularly covering culinary and sustainability topics.

FAM Trip

Scenario 1: Total budget \$10,000, less than 1% of total (\$65,000 decrease from with FY23)

- Shift to host one-off FAM trip(s) versus a group trip due to budget decrease.
- Will allow for 1-2 one-off media visits for potential coverage, instead of curated itinerary with hands-on experiences for 5-7 media, chef and influencer contacts. Trip will produce real-time earned social content as well as long-term stories that align with Alaska Seafood messaging pillars.

Scenario 2: Total budget \$75,000, 5% of total (consistent with FY23)

- Continue the annual Familiarization (FAM) trip to Alaska, which enables ASMI to produce a curated itinerary with hands-on experiences for 5-7 media, chef and influencer contacts to produce real-time earned social content as well as long-term stories that align with Alaska Seafood messaging pillars.

Staff Travel - *No change between scenarios*

Total budget \$8,000, less than 1% of total (consistent with FY23).

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

Measurement Tools - *No change between scenarios*

Total budget \$10,000, less than 1% of total (consistent with FY23)

- Platforms and tools to monitor media coverage and social media conversations, and to analyze and share results reports on an ongoing basis. Increase in budget is the result of rising platform costs.