



MEMORANDUM

DATE: 4/17/2024
TO: ASMI Communications Committee
FROM: Greg Smith, Communications Director
SUBJECT: FY25 Communications and Domestic Consumer Public Relations Program Budgets

The following is a summary of the proposed Communications and Domestic Consumer Public Relations (PR) program budgets for FY25 with requested adjustments based on budgetary levels set by the ASMI Board of Directors. Due to reductions in ex-vessel value (and a corresponding drop in industry assessment), uncertain State of Alaska support, and increased promotional and marketing activity, the Board of Directors have reduced FY25 budget levels for nearly all ASMI programs to gradually decrease spending and ensure adequate cash flow.

The FY25 Communications Program budget level was reduced by \$50,000 (3.9%) while the FY25 Consumer PR budget level was reduced by \$286,000 (21.2%). Due to the need to continue aggressively marketing to the domestic U.S. consumer, the Communications Program has increased its Media Experiences Expenses activity code by over \$45,000 to ensure media visits and events - and their resulting media and social coverage - will continue to occur. These expenses were previously covered in the Consumer PR budget. The Communications Program and the Consumer PR contractor (Edelman) are continuing to look for efficiencies and partnerships (especially with Alaska seafood industry partners) to ensure the most effective use of budget to drive U.S. consumers to purchase Alaska seafood.

The reductions to certain activity codes, as well as the increase in the Media Experiences Expenses activity code, can be accommodated in the Communications Program budget by planned reductions (no Arctic Winter Games sponsorship in FY25), more strategic use of funding (elimination of TV advertising for the in-state campaign), and careful management and thoughtful use of budget by program staff.

At the February 23, 2024, ASMI Board of Directors meeting, a board member recommended that the International, Domestic and Communications Programs set aside \$5,000 in their FY25 budgets for cruise line marketing efforts. After including staff time and other expenses, the Communications Program has likely exceeded this budget amount in recent years. For the FY25 budget year, the Communications Program has budgeted \$2,500 on a Cruise Lines International Association (CLIA) membership, \$1,500 on development of onboard consumer-facing materials (likely to be exceeded) and \$1,000 on product for consumer-facing events.

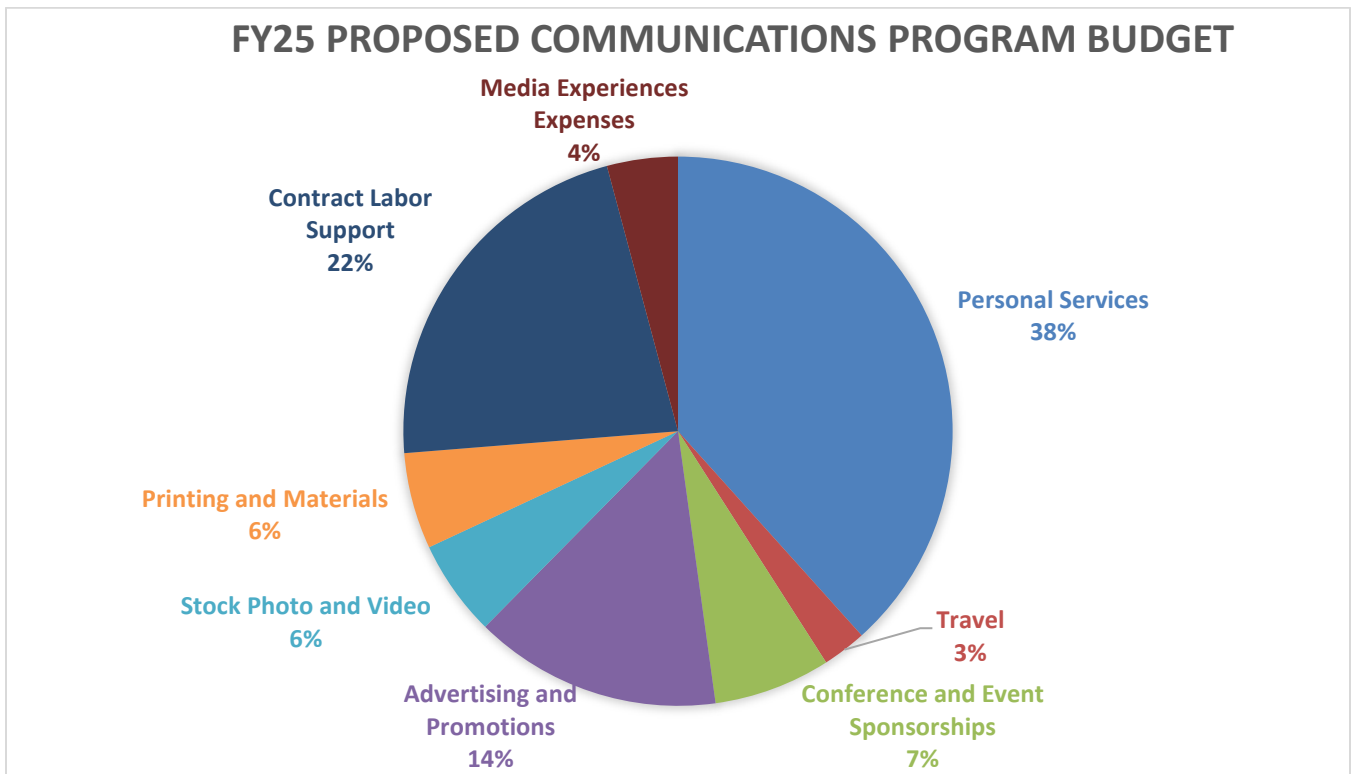
More than just Alaska PR and government relations, all ASMI programs rely on the Communications Program in a number of ways. The content generated is used throughout social media platforms, digital and print advertising, point of sale collateral and partnered promotions in every program country to promote 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.

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%
TOTALS	\$862,000	\$1,260,000	\$1,285,000	\$1,235,000	-\$50,000	-3.9%

*\$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 Budget Summary and Activity Code Overview



Communications Program Activity Code Details and Key Changes:

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.

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

ADVERTISING AND PROMOTIONS

Total Budget: \$180,000 (14% of total budget; 14.3% decrease from FY24)

- Industry and Fleet 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, Buy Alaska Seafood page and recipe database.
- In-State Advertising: In FY24, the program invested \$70,000 in broadcast, streaming, print and digital advertising as central messaging tactic related to the in-state Seafood Sustains Alaska campaign. To accommodate budget reductions in FY25, in-state advertising on television will be eliminated, reducing this activity code by \$30,000.

STOCK PHOTO AND VIDEO

Total Budget: \$70,000 (6% of total budget; no change from FY24)

- 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 fishermen profile shoots.
- Budget accommodates new and ongoing video and content production needs.

PRINTING AND MATERIALS

Total Budget: \$70,000 (6% of total budget; 6.7% decrease from FY24)

- 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.
- A \$5,000 decrease reflects reduced need for printed materials at printing and inventory contractor KP.

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.

Domestic Consumer PR Budget Overview and Key Changes

Based on budget levels from the ASMI Board of Directors, the FY25 Domestic Consumer Public Relations program has a budget of \$1,064,000, a \$286,000 reduction (21.2%) from FY24. The program will still drive reach of the Alaska Seafood brand and awareness for wild and sustainable seafood from Alaska, though reductions will lead to lower social reach and media coverage.

To accommodate the decreased budget, the fee and direct expenses will adjust while still enabling ASMI to execute an omnichannel approach that includes a campaign and ongoing storytelling. The FY25 integrated program includes consumer and trade PR, along with strategic out-of-pocket expenses (OOPS) like experiential events, social media management, influencer relations, digital content and amplification, and monitoring and reporting.

Comparison of FY21-25 Domestic Consumer Public Relations Program Budgets

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%
TOTAL FEES	\$ 780,000	\$ 867,000	\$ 840,000	\$ 840,000	\$ 810,000	-3.6%
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%
TOTAL OOPS	\$ 317,605	\$ 533,000	\$ 510,000	\$ 510,000	\$ 254,000	-50.2%
TOTAL BUDGET	\$ 1,097,605	\$ 1,400,000	\$ 1,350,000	\$ 1,350,000	\$ 1,064,000	-21.2%

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.

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.

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.

STAFF TRAVEL

Total Budget: \$8,000 (0.8% of total budget; no change from FY24)

- Travel as needed for one-off FAM trip(s) and any ASMI in-person meetings (e.g., All Hands, etc.), as well as travel for additional media experiences as secured.

MEASUREMENT TOOLS

Total Budget: \$10,000 (0.9% of total budget; no change from FY24)

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