

To: ASMI Communications Committee

Date: April 18, 2018

From: Jeremy Woodrow, Communications Director

RE: Proposed FY2019 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 FY19 with requested reductions.

Communications

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.

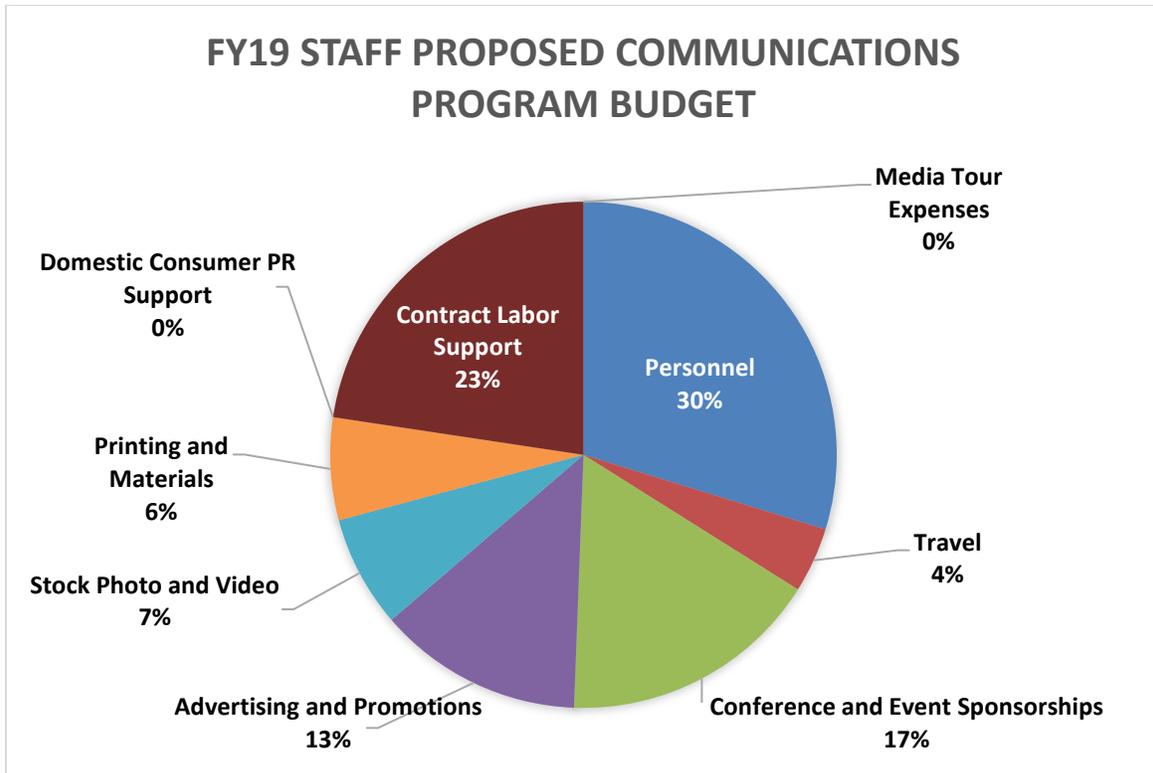
Key FY 19 Communications Budget Changes

- Staff has proposed a \$60,000 decrease (6.7%)
- Personnel line increased to reflect the second full year of staffing allocated to the communications program

Comparison of FY17, FY18 & FY19 Communications Program Budgets

Communications Program	FY17 Budget	FY18 Budget	FY19 Staff Proposed
Personnel	\$ 150,000	\$245,000	\$250,000
Travel	\$ 35,000	\$35,000	\$35,000
Conference and Event Sponsorships	\$ 160,000	\$ 150,000	\$140,000
Advertising and Promotions	\$ 160,000	\$ 150,000	\$110,000
Stock Photo and Video	\$ 80,000	\$ 70,000	\$60,000
Printing and Materials	\$ 55,000	\$ 55,000	\$55,000
Domestic Consumer PR Support	\$ -	\$ -	\$ -
Contract Labor Support	\$ 200,000	\$ 195,000	\$190,000
Media Tour Expenses	\$ -	\$ -	\$ -
TOTALS	\$ 840,000	\$ 900,000	\$840,000

Communications Program Budget Summary and Activity Overview



Activity Code/Budget Section Overview:

PROGRAM OPERATIONS

Total Budget \$285,000, 34% of total budget

Personnel Services: \$250,000 Increased 2% – Funds one full-time director and one full-time Communications and Marketing Specialist. The Communication Program once funded 1/2 and 2/3 respectively as both positions previously shared funding from the international program. The Communications Program began fulling funding both positions in FY18.

Travel: \$35,000 no reduction from FY18 – includes all staff travel for the director and any support staff working on a communications program project

CONFERENCES AND EVENT SPONSORSHIPS

Total Budget \$140,000, 17% of total (7% reduction from FY18)

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at a number of regional and statewide conferences. The proposed reduction will continue to result in reduced sponsorship levels of some events such as the AFN and the Symphony of Seafood and the elimination of participation in conferences that are not seafood industry or Alaska food focused. Sample of events that ASMI will participate in include:
 - Pacific Marine Expo in Seattle
 - ComFish in Kodiak

- Alaska Federation of Natives conference
- Alaska Marine Gala fundraiser for the Seward SeaLife Center
- Alaska State Fair Seafood Throwdown
- Juneau Maritime Festival
- Alaska Food Policy Conference
- Fish to Schools Conference

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

Total Budget \$110,000 13% of total (27% reduction from FY18)

- This includes underwriting sponsorship of Alaska Fisheries Report, Alaska Fish Radio and other public radio sponsorships.
- Advertising: The communications program will reduce advertising and continue to focus on fishing industry publications such as:
 - National Fisherman
 - Pacific Fishing
 - Fishermen’s News
- The Eat Alaska promotion will continue at a reduced level working with Alaska Grown and local Alaska chefs to promote seafood and locally grown produce in farmer’s markets, retailers and local restaurants.

ALASKA STOCK PHOTO, VIDEO, AND PROFILES

Total Budget \$60,000, 7% of total budget (14% reduction from FY18)

- This category includes photographer and videographer contracting as well as usage agreements to expand the available library of photos 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.

PRINTING, MATERIALS, AND SWAG

Total Budget \$55,000, 6% of total budget (same as FY18)

- Printing of recipe cards and books, branded materials, and clothing for events and promotional opportunities.

DOMESTIC CONSUMER PUBLIC RELATIONS SUPPORT

Total Budget \$, 0% of total budget (same as FY18)

- This item was put into the budget to take advantage of PR opportunities that come up throughout the year such as Satellite Media Tours, Paid Content Advertising, media production expenses, and seafood orders for media to use in photo spreads as pitching efforts show success. This was eliminated from the communications program budget in FY17 and remains at \$0.

CONTRACT LABOR SUPPORT

Total Budget \$190,000, 23% of total budget (2.5% reduction from FY18)

- 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, and special projects.
- This contract labor support has helped tremendously to provide consistent in-state communications during the past year. A similar level of support is anticipated for FY19.

MEDIA TOUR EXPENSES

Total Budget \$0, 0% of total budget (same as FY18)

- This budget line covered expenses for the Alaska portion of media tours and special press opportunities. The communications budget no longer pays for domestic consumer PR media tours.

FY 19 Domestic Consumer PR Budget Overview

The ASMI team has recommended a 3% reduction from the Domestic Consumer PR program for FY 19 reducing from \$1,000,000 to \$970,000.

Based on the success of FY 17 and FY18 plans, we recommend the same fee to ensure continued success and results - \$60,000/month retainer – inclusive of social media management. The \$30k reduction will come from expenses bringing the total to \$250,000 for expenses in FY19.

Changes in Planned OOP breakdown include:

- Decreased budget for digital/social/video programs
- Removal of \$8k for Research study
- Decreased budget for seafood for media
- Slight update to events/sponsorship to increase budget for Spring NYC event

Comparison of FY 16, FY 17, FY 18, FY 19 Domestic Consumer Public Relations Program Budgets:

Domestic Consumer PR Program	FY 16 Budget	FY 17 Budget	FY 18 Budget	FY 19 Proposed Budget
Program Operations: Monthly Consumer PR and Social Digital Retainer	\$828,000	\$720,000	\$720,000	\$720,000
Press materials and Media Assets	\$26,000	\$8,000	\$10,000	\$10,000
Paid Digital Programs	\$15,000	\$75,000	\$100,000	\$80,000
Research Study	\$8,000		\$8,000	
Misc. Events and Sponsorship	\$3,000	\$40,000	\$32,000	\$30,000
Spring New York City Media Event	\$30,000	\$50,000	\$48,000	\$50,000
Summer FAM trip	\$73,000	\$75,000	\$60,000	\$60,000
Staff Travel	\$10,000	\$10,000	\$12,000	\$12,000
Sample Product and misc. opportunities	\$7,000	\$22,000	\$10,000	\$8,000
TOTALS	\$1,000,000	\$1,000,000	\$1,000,000	\$970,000

Program Operations (fees):

Total budget \$720,000, 74% of total (same year over year)

- Monthly Consumer PR and Social Digital Retainer –\$60k month
- Average 500 hours per month for planning, strategy, media relations, event execution, collateral development, social media development and managing of all social channels
- **Also includes consumer PR and social support of retail and food service programs, as well as monthly social editorial calendar for retail teams.

Program Expenses:

Press Materials and Media Assets:

Total budget \$10,000, same as FY18

- Includes wire distribution of FIVE standard press releases instead of four to ensure awareness for all harvest seasons, plus national seafood month and Alaska Wild Salmon Day; Edelman will leverage assets and materials created by ASMI (e.g. technical guides, retail recipe leaflets, new recipes and photos, etc.)

Paid Digital Programs:

Total budget \$80,000, 8% of total (slight decrease from FY18)

- Blogger/influencer programs
- Paid social amplification, Facebook promotions, video promotion
- Snapchat filters to reach younger audiences

Research/Analytics:

Total budget \$00, (removed for FY19)

- Removed research/analytics. ASMI consumer research was covered by ASMI Domestic Marketing Program

Misc Events/Sponsorships:

Total budget \$30,000, 3.1% of total (slight decrease from FY18 based on actuals)

- Recommend event pegged to National Seafood Month with emphasis on wild
- Potential ASMI presence at other consumer facing, media driven events

Spring NYC Media Event/Visit:

Total budget \$50,000, nearly 5.2% of total (slight increase based on actuals of FY18 event)

- Event costs include venue, food & beverage, gift bags, food, chef travel and stipend as needed

FAM Trip 2019:

Total budget \$60,000, 6.2% of total (same from FY18 based on actuals)

- Travel costs for media attendees (flight and hotel)
- Collateral for distribution on site
- Lodge costs

Edelman Travel:

Total budget \$12,000, 1.2% of total (same as FY18 to allow for attendance at Board meeting)

- All Hands (October) – one staffer
- Fall Event – two staffers
- Spring NYC media event – two staffers
- Spring board meeting – one staffer
- FAM trip (Summer) – one staffer

Misc. Media Opportunities: Decreased due to actual requests

Total budget \$8,000, (slight decrease from FY18)

- Fish for media developing stories