

DRAFT AGENDA



Wild, Natural & Sustainable

ASMI Communications Committee Meeting
Monday, March 5, 2018
10 a.m. – 1 p.m. AKST
Teleconference

Dial-In Information

Toll-Free Number: 800-315-6338
Alternate Number: 913-904-9376
Access Code: 99697

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Public Comment
- V. Election of Committee Chair and Vice Chair
- VI. Communications Program Update – Jeremy Woodrow
- VII. Consumer PR Update – Edelman
- VIII. Program FY19 Budget Review
- IX. Good of the Order
- X. Next Meeting: All Hands
- XI. Adjourn



Communications Committee

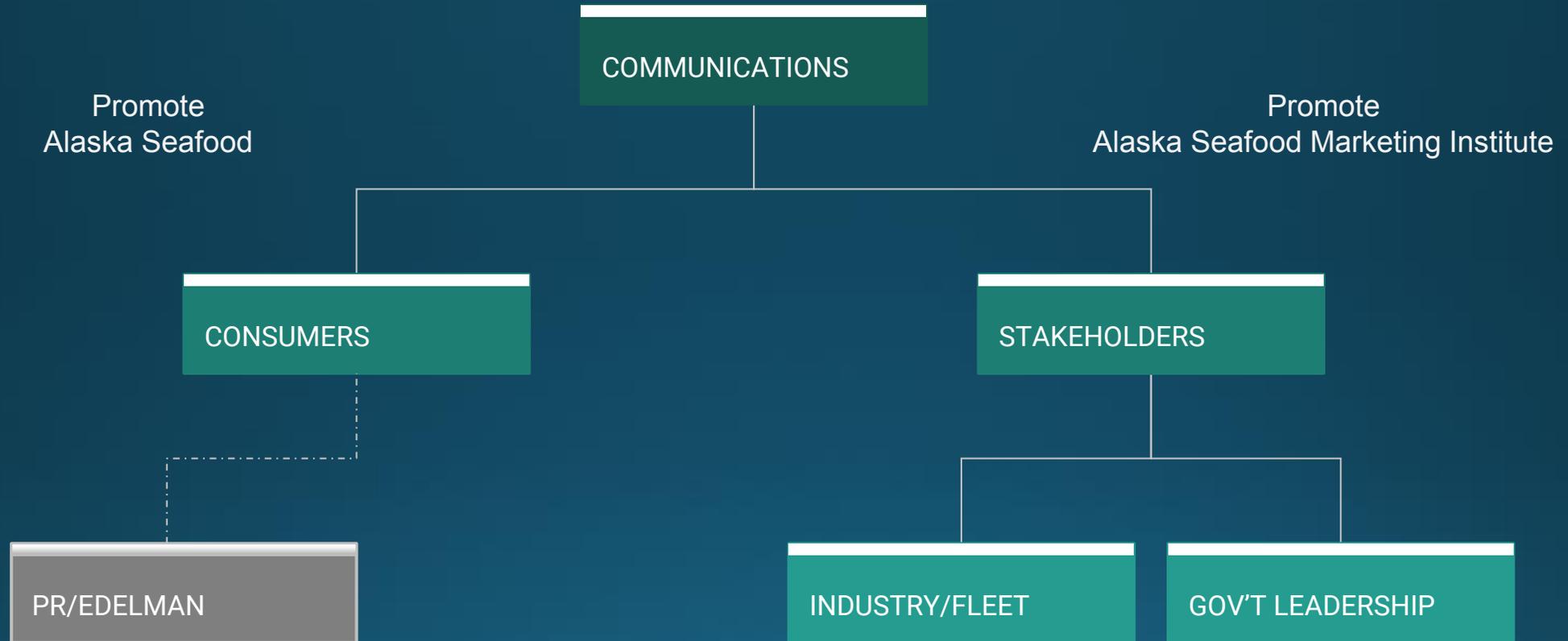
March 5, 2018

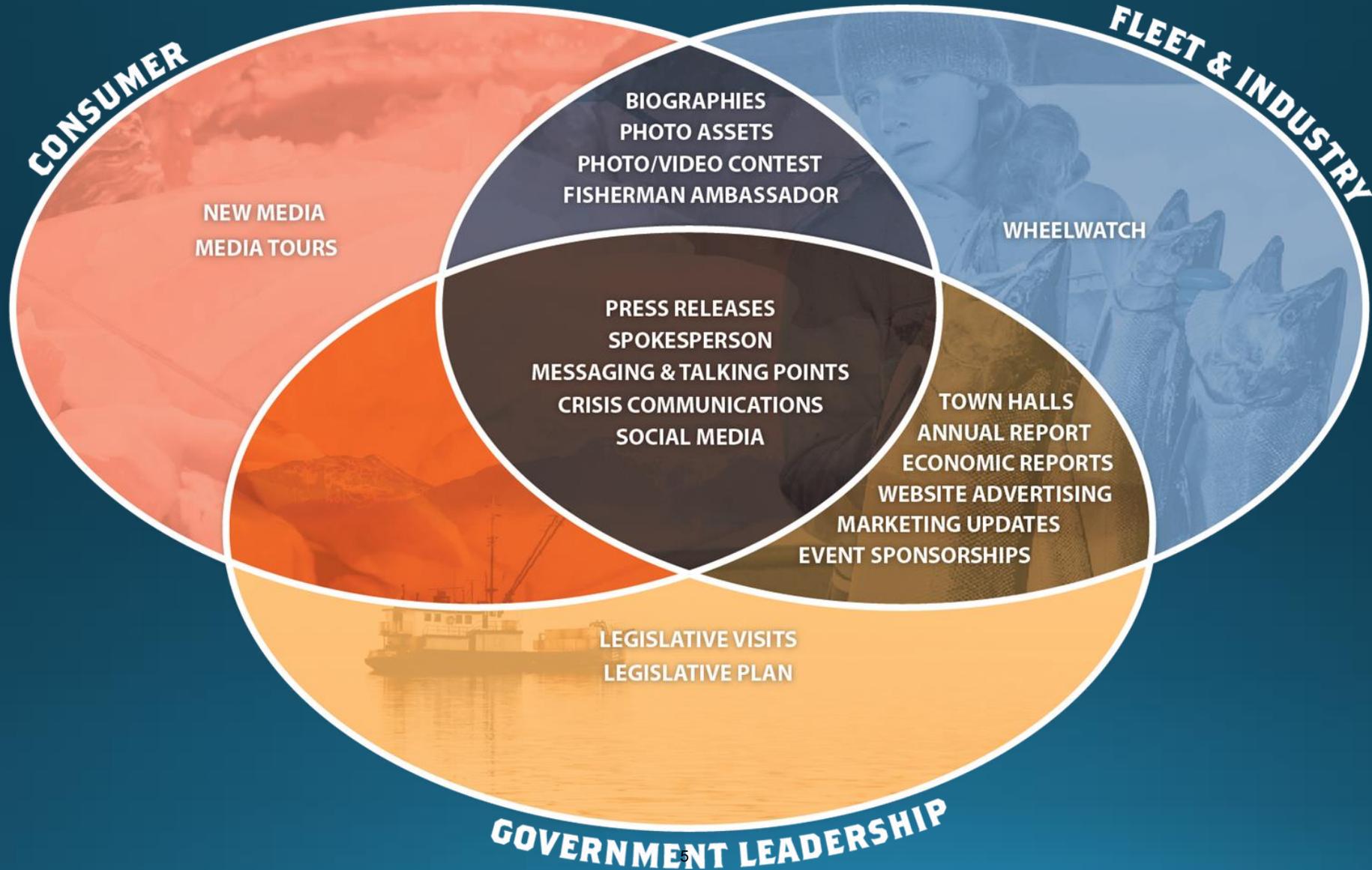
Objectives

- 1) Support all ASMI programs and other departments by collaborating on marketing efforts that align ASMI and industry marketing efforts for maximum impact within the food industry
- 2) Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences
- 3) Management of the U.S. public relations program to increase awareness and preference for Alaska seafood



Audiences





Consumer Audience



ASMI communications supports all programs' efforts to communicate to consumers, focused on the promotion of the Alaska Seafood brand.

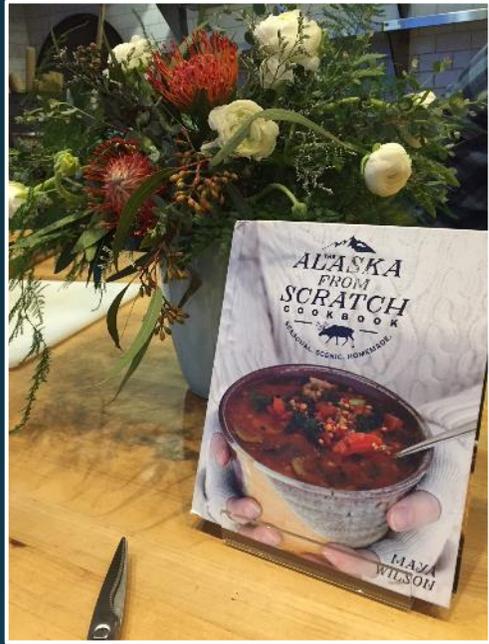
Raising consumer awareness about Alaska as a source of premium wild seafood creates demand at foodservice and retail.

FAM 2018: Tutka Bay

- International Chefs
- Domestic Media
- Guests spend 3 days learning about the commercial fishing industry and learning with salmon, whitefish and shellfish at a world-class culinary lodge.



New Media: Consumer



Alaska From
Scratch Recipe
Videos

Fishing Photo + Video
Contest



Fleet + Industry Audience



Providing Value to Industry



The Economic Value of Alaska's Seafood Industry

Prepared for:

Alaska Seafood Marketing Institute

Prepared by:

McDowell GROUP
September 2017

2017 Alaska Salmon Harvest One of Most Valuable To Date

Values Rebounding Quicker due to Quality, Product Diversification & Marketing

2017 WAS AN EXCELLENT SALMON SEASON for Alaska fishermen, marking a substantial improvement over the past two years. The preliminary seasonal value of the 2017 salmon harvest is \$870 million, 37 percent greater than 2016 and 64 percent greater than 2015.

INVESTMENTS IN: quality, product development, marketing

→ 14% increase in harvest → 2015 2016 2017 → \$300 M back in the pockets of fishermen and their families.

| Year | Value (Millions) |
|------|------------------|
| 2015 | 530 |
| 2016 | 760 |
| 2017 | 870 |

MARKET REACTIONS: In 2017, salmon values have rebounded over the last several years of economic system-wide weakness. Alaska:

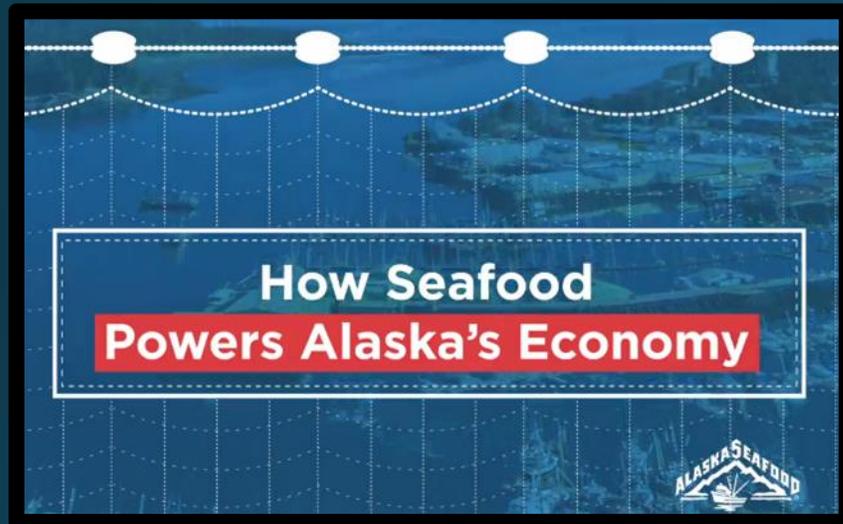
- Has a strong U.S. dollar, resulting in a higher price for exports to the U.S. market.
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ACTUALS: In Alaska's 2017 salmon season, the preliminary value of \$870 million, due to a large harvest, rebounded over the last several years of economic system-wide weakness. Alaska:

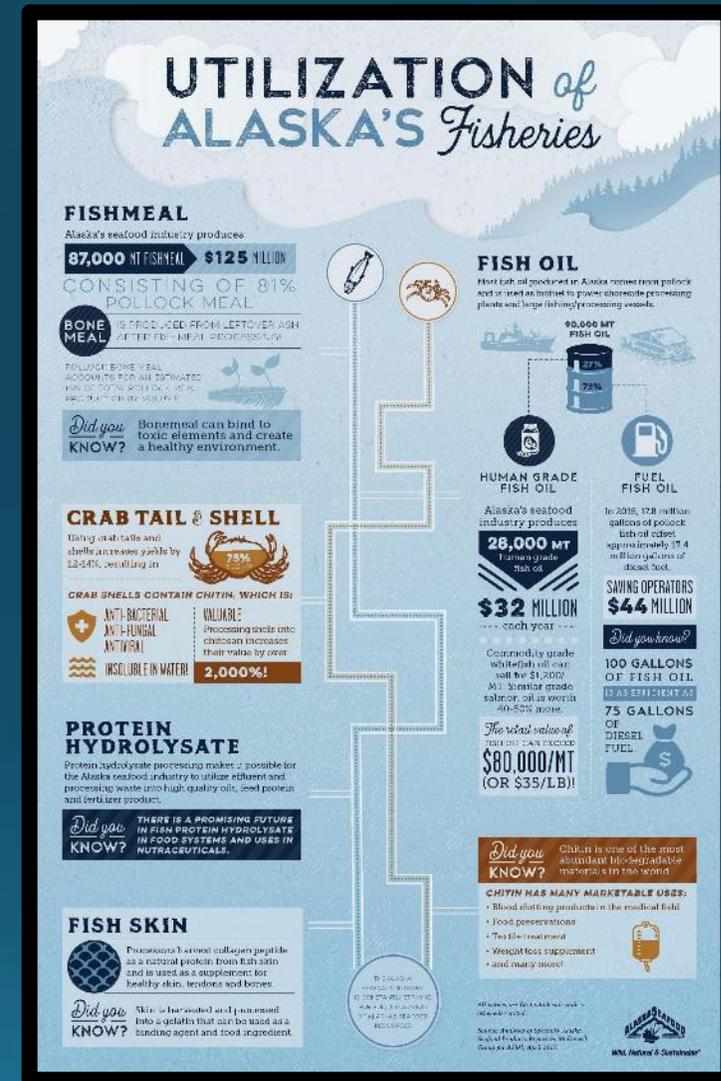
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WHAT THIS MEANS: Alaska's fishermen brought home an extra \$300 million in income in 2017.

New Media: Industry



Economic Value Videographic



Specialty Products Report

Connecting with the Fleet





WHEEL WATCH

ASMI REPORT TO THE FLEET

VOLUME 3 NOVEMBER 2017

Welcome to the third edition of *Wheel Watch*, ASMI's annual fleet newsletter.

In 2017, Alaska commercial fishermen harvested the 7 billionth salmon since statehood, a testament to Alaska's dedication to the long-term sustainability of our fisheries. Successful sustainable fisheries management is the anchor of the Alaska seafood industry and ensures that our livelihoods and traditions will be preserved for generations to come. In Alaska, sustainable fisheries are a team effort, and a virtue that all Alaska fishermen should take pride in sharing with seafood lovers worldwide.

It is the base of sustainability that allows us to march confidently into the future of seafood marketing, which is increasingly competitive, challenging, and rapidly changing. ASMI is ready at the helm, showing early successes with promoting Alaska seafood through home meal delivery kit services and shopping apps.

This past year ASMI broadened Alaska Seafood's visibility with the mobile marketplace app Iboots. The mobile-only platform is one of the most frequently used shopping apps in the United States, and with 1.9 million downloads is the third most popular shopping app behind only Amazon and eBay. Under the ASMI promotion, consumers earned cash back through their smartphone on Alaska pollock products at retailers across the country.

With much of the American buying experience moving online, ASMI is also partnering with home meal delivery kit services, which stand to revolutionize the way Americans buy seafood. And, with retail giants like Amazon and Whole Foods partnering, ASMI sees tremendous opportunity for Alaska seafood promotions. We have already seen great success with e-commerce promotions in China, where similar promotions generated millions in sales in a short period of time.

Alaska's seafood industry remains vital to Alaska's economy, directly employing more workers than any other industry in Alaska. Including multipliers, seafood is the third-largest overall job creator in Alaska, behind only the oil/gas industry and tourism. The significance of Alaska's seafood industry intensifies when considering it is the economic foundation for many Alaska rural communities where over 21,000 residents are directly employed by the seafood industry, accounting for 15 percent of all rural working-age adults.

As always, the fleet remains the frontline for spreading the word out about quality Alaska seafood. Stay informed by dropping us a line at info@alaskaseafood.org or text ASMI to 66866 to receive marketing updates, become an ASMI Fisherman Ambassador, or consider serving on an ASMI committee. If you are ever in Juneau, stop by our office on North Franklin Street any time. We are here to serve you as your marketing team and always appreciate the opportunity to make new connections or to catch up with old friends.

Jeremy Woodrow
Communications Director



Town Halls/Fishermen Outreach

- ComFish, Kodiak - March 2018
- Bristol Bay Fish Expo, Naknek – June 2018
- Fall Fisherman's Expo, Sitka - Nov. 2017
- PME, Seattle - Nov. 2017
- Dutch Harbor - Oct. 2017
- Cordova Fishermen United - Oct, 2017



Wild, Natural & Sustainable™



WILD AND WORTH IT



ALASKASEAFOOD
wildalaskaseafood.com | alaskaseafood.org

Support Other Programs



Alaska Seafood Marketing Institute
2018 Gulf of Alaska Cod Talking Points
Dec. 21, 2017

Situation overview
 The 2018 Alaska cod (Pacific cod, grey cod, true cod) total allowable catch in the Gulf of Alaska has been reduced by 80 percent from the previous year to 13,054 metric tons, from last year's total allowable catch level of 64,447 metric tons.

- By comparison, Alaska cod stocks in the Bering Sea, where the majority of Alaska cod is harvested, dropped 15 percent in 2018 to 188,135 metric tons, or 2018.
- The 2018 Aleutian Island total allowable catch for Alaska cod remained at last year's level of 15,690 metric tons.

Recent reductions in Alaska cod harvest levels in the Gulf of Alaska may call into question the sustainability of this fishery in Alaska.

The cod is related to younger cod stock populations diminishing, in some part due to multiple years of warmer ocean water in the North Pacific (which some may know as "The Blob").

Consumer talking points
 The reduction in Gulf of Alaska cod catch is a precautionary approach designed specifically to preserve the current population and promote the growth of the species.

Proactively reducing harvest levels in response to changes in the ecosystem is one of the key reasons Alaska continues to lead in global fisheries management. This science-based precautionary approach has and will continue to, ensure the ongoing sustainability of Alaska's fisheries.

In Alaska, all commercially harvested fish populations are wild and fluctuate based on ever-changing and dynamic environmental conditions. While we cannot control everything that happens in the ocean, we can control our reaction in a way that ensures the long-term health of the fishery.

INTERNAL ONLY – NOT FOR EXTERNAL PURPOSES



ONLY FOR INTERNAL ASMI USE ONLY – NOT TO BE SHARED EXTERNALLY

Key Takeaway Messages:

- Alaska salmon is among the highest quality seafood and safe for consumer consumption.
- Alaska seafood providers are committed to delivering high-quality, safe seafood. All commercially harvested Alaska seafood is processed in accordance with FDA guidelines, which include specific measures about parasite control.
- Media coverage has been completely misleading and has misrepresented an academic study. The study wasn't designed for and shouldn't be relied on for food safety guidance.

General Seafood Food Safety & Handling:

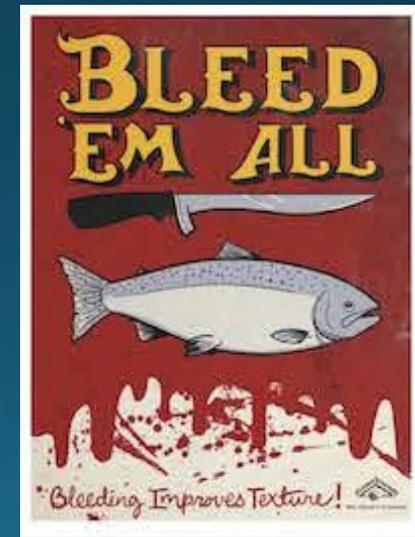
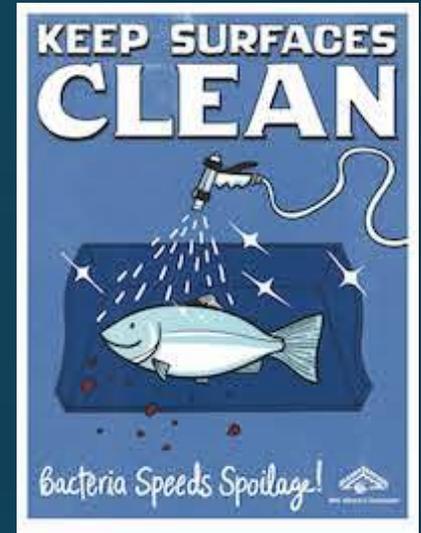
- The FDA requires that all seafood is either frozen at -1F for 7 days or cooked to an internal temperature of 140F to effectively kill any parasites.
- For raw or semi-raw preparations, such as sushi and ceviche, ASMI recommends using properly frozen seafood. This is required by FDA guidelines and followed by commercial processors in Alaska.

Alaska Seafood Freezing & Handling Practices:

- All commercially harvested Alaska seafood must be processed in accordance with FDA guidelines, which include parasite controls.
- Only 8% of Alaska salmon is shipped fresh from Alaska. The vast majority is shipped either commercially frozen or canned. Less than 1 percent of pink salmon (1.6%) are sold fresh (unfrozen); additionally, the Alaska pink salmon species is not used in raw sushi.

Comments on the Study:

- For any articles or writers that have claimed Alaska salmon are largely exported on ice fresh and unfrozen – this is simply inaccurate. Only about 8% of Alaska salmon is shipped fresh; the majority is either frozen or canned before leaving the state.



FY18 Advertisements to date

- Alaska Fish Radio
- Fish Alaska Magazine
- Ted Stevens Anchorage International Airport
- Pacific Fishing
- National Fisherman
- NFI Membership Directory
- Fishermen's News



Government Leadership Audience

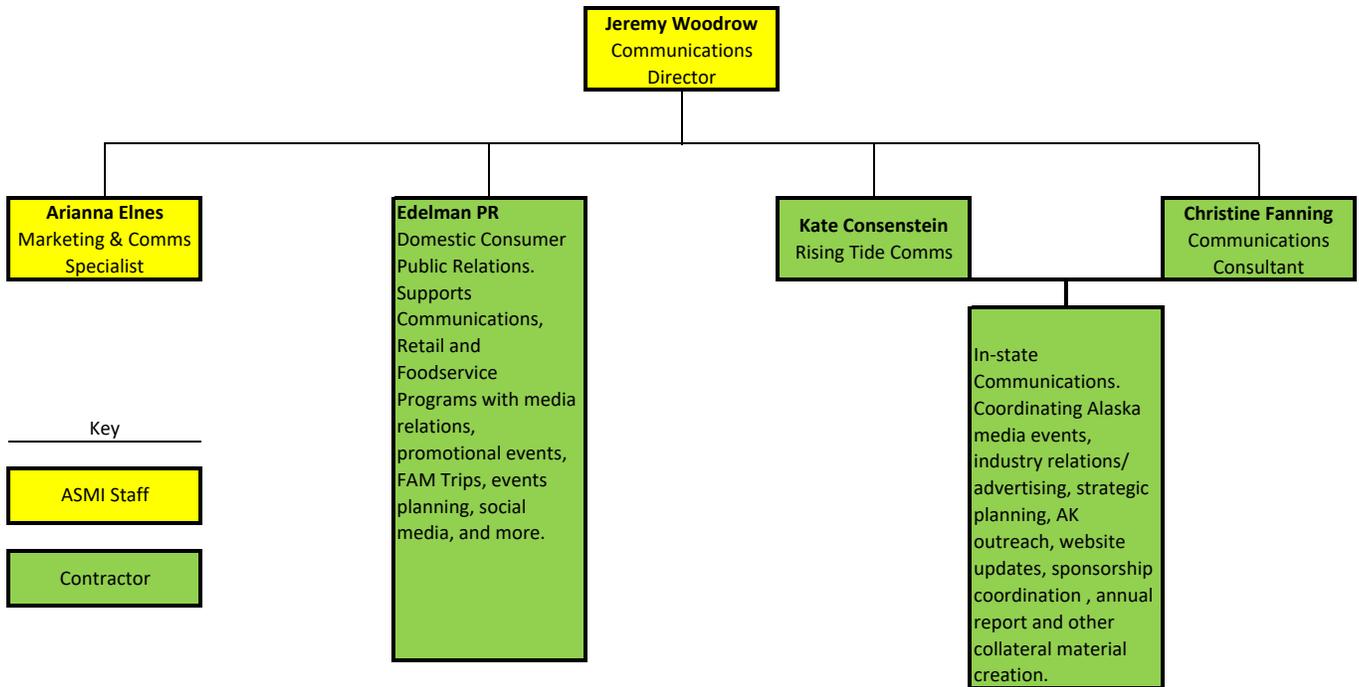


- Respond to Governor, Legislature and inter-departmental inquiries
- Support ASMI ED in all legislative requests, meetings and testimonies/presentations
- Track legislative bills and issues





Thank You



FY2018 COMMUNICATIONS BUDGET FUNCTION 8713046

| | FY2017 Budget | FY2017 Actual | FY18 Budget | FY18 Total Expended 1.31.18 | FY18 Total Encumbered 1.31.18 | FY18 Balance Remaining |
|---|------------------|------------------|------------------|-----------------------------|-------------------------------|------------------------|
| Program Operations | | | | | | |
| Personal Services - Seattle | \$150,000 | \$117,666 | \$245,000 | \$124,415.27 | \$108,713.00 | \$11,871.73 |
| Travel | \$35,000 | \$24,489 | \$35,000 | \$17,195.45 | \$- | \$17,804.55 |
| Total | \$185,000 | \$142,155 | \$280,000 | \$141,610.72 | \$108,713.00 | \$29,676.28 |
| Conference & Event Sponsorships | \$160,000 | \$144,231 | \$150,000 | \$80,630.75 | \$- | \$69,369.25 |
| Pacific Marine Expo, Alaska Federation of Natives Convention, Fall Fishermen's Expo, Sitka Seafood Festival, Chilkat Chef Competition, Alaska Food Conference, etc. | | | | | | |
| Advertising & Promotions | \$160,000 | \$107,393 | \$150,000 | \$81,852.36 | \$8,896.16 | \$59,251.48 |
| Alaska Fish Radio, Fish Alaska Magazine, Pacific Fishing, National Fisherman, Fishermen's News, etc. | | | | | | |
| AK Stock Photo Acquisition | \$80,000 | \$44,471 | \$70,000 | \$4,656.67 | \$- | \$65,343.33 |
| photos, videos, etc. | | | | | | |
| Printing & Materials | \$55,000 | \$70,577 | \$55,000 | \$43,228.10 | \$33,503.21 | (\$21,731.31) |
| EatAlaska recipes, videos, Annual Report, Economic Impact Report, banners, signage, etc. | | | | | | |
| Domestic Consumer PR Support | | \$0 | | | | \$0 |
| Contract Labor Support | \$200,000 | \$178,990 | \$195,000 | \$112,970.39 | \$79,529.61 | \$2,500.00 |
| Rising Tide Communications, Christine Fanning, plus hard costs | | | | | | |
| Media Tour Expenses | | | | \$1,123.56 | \$- | (\$1,123.56) |
| In-state hosting and travel expenses related to media visits, fam trips, etc. | | | | | | |
| Misc (dollars not assigned to programs) | | | | \$0 | | \$0 |
| COMMUNICATIONS BUDGET TOTAL | \$840,000 | \$687,816 | \$900,000 | \$466,072.55 | \$230,641.98 | \$203,285.47 |



ASMI DOMESTIC COMMITTEE MEETING

PR, Social & Digital

Our Focus

Tell the Alaska Seafood Story Through An Integrated Plan To Build Brand Awareness and Drive Affinity for Alaska Seafood

Further the Domestic and In-State Communications Efforts Through Earned Media, Influencer Relations, Social Media Channels, Partner Collaboration, Paid Content, and Collaboration with Food Service and Retail Programs

Strategies

- Highlight the breadth of species to underscore why consumers should #AskForAlaska
- Leverage harvest seasons to drive awareness at timely moments
- Target the lent time period to drive cohesive promotion across all channels
- Underscore sustainability to illustrate Alaska Seafood's leadership position
- Showcase nutritional and health benefits to drive increased consumption
- Demonstrate the ease of preparation to help consumers cook at home

Always On News Engine

July – February

More than 700 million impressions from 175+ placements



87% mention
salmon



14% mention a
whitefish variety



17% mention
crab/shellfish



40% the result of an
event, trip or interview



Wild, Natural & Sustainable[®]
6% cover an ASMI
domestic program
(COOK IT FROZEN![®], Feed Your
Fitness[®], etc.)

Year Over Year PR Results Comparison

February 2015-Present

| | Impressions | Placements |
|--|--------------|-------------|
| FY15 February 2015-June 2015 | 995M | 234 |
| FY16 July 2015-June 2016 | 1B | 351 |
| FY17 July 2016-June 2017 | 1.8B | 937 |
| FY18 July 2017-Present <i>4 months remain in fiscal</i> | 703M+ | 175+ |

83% increase in impressions from FY16 to FY17

FY18 impressions on-track with results from this time last year

Making Headlines

October - February



The Daily Meal
All the food that's fit to eat

24 Foolproof Seafood Recipes
Anyone Can Cook



Alaska Pollock Bánh Mi Sliders

FOOD & WINE

Danger and Routine: An Inside Look at
Alaska's Fishing and Crabbing Industry



**MUSCLE
& FITNESS**

**POACHED ALASKAN COD OVER
SPAGHETTI SQUASH POMODORO**



AP

COOKING ON DEADLINE: Salmon with Tarragon Vinaigrette

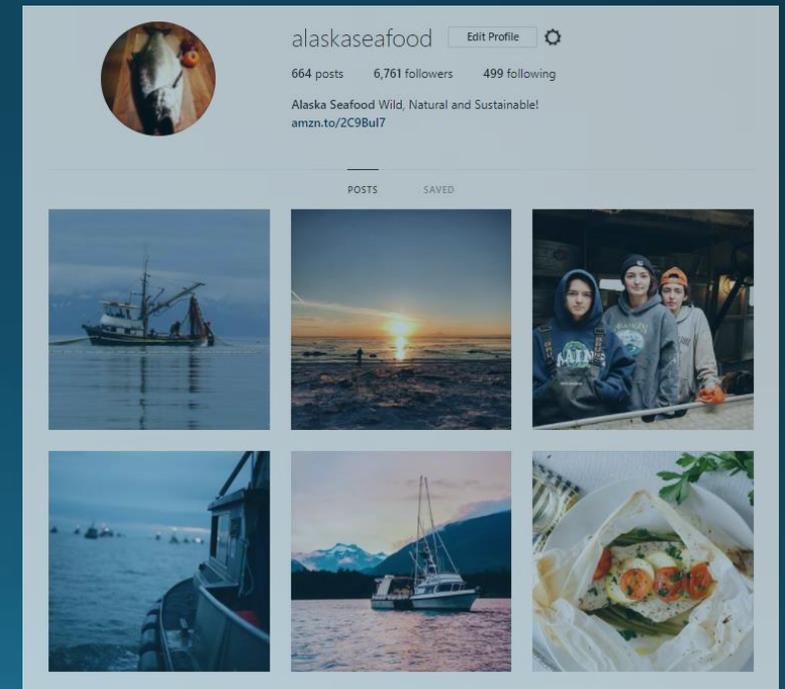
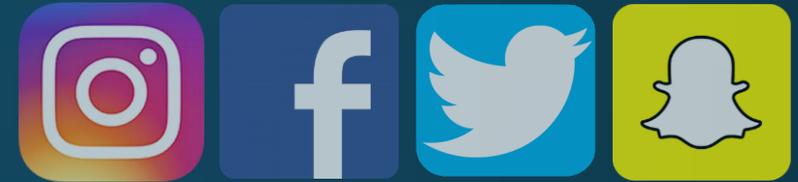
*"If you can get wild Alaskan salmon, do yourself
(and the environment) a favor and buy it."*

**Better Homes
& Gardens**

6 of the Healthiest Fish (And 6 to Avoid)
*"wild-caught Alaskan salmon are both healthier and more
sustainable than just about any other salmon fishery"*

Social Storytelling

- **14.6K** new social media fans across Facebook, Instagram and Twitter to-date. Among this growth, Instagram has garnered a **268%** YoY follower increase
- **66K** engagements on Instagram to-date, a **132%** average YoY increase
- **1.22%** 2017 Facebook Engagement Rate, **430%** greater than the Food and Beverage 2017 industry average*
- **99%** average YoY growth in Instagram engagements per post



Engagements = total post likes + comments + shares/saves

Engagement Rate = total post engagement / total post impressions

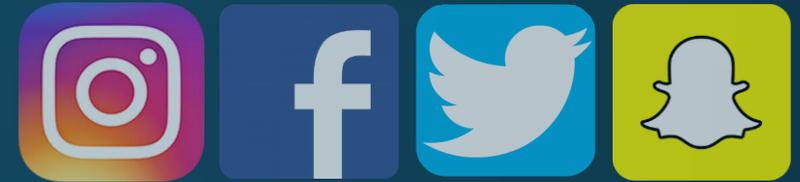
YoY = Year over Year

*Rival IQ 2017 Social Media Benchmark Report

Blogger Programs

January - March

- **New Year Influencer Program – sustainability and health focused**
 - Engaged **26 health/sustainability oriented influencers** featuring original recipes utilizing Alaska seafood garnering **22.5M total campaign impressions**.
- **Lent, Pollock and Whitefish Program**
 - Engaging **27+ family oriented influencers** estimated to result in **22M+ total campaign impressions**.



Food Service & Retail

Ongoing

Amplify Food Service and Retail partners and programs through ongoing media relations and social media.

Tactics

- Integrate with partners' social teams to build editorial content, tags and mentions
- Boost posts on Facebook and Instagram
- Share Feed Your Fitness®, COOK IT FROZEN!® and other ASMI messages/recipes through media relations and events

Results

- 3.1M paid impressions and 33.6K paid engagements via social ads in 2017
- 165.6M media impressions for programs to-date, 124,223,640 impressions from Oct-Feb



Upcoming Harvest Announcements

March and May



Mid-March: Halibut and Sablefish Opener

- Distribute press release announcing harvests
- Conduct media relations and provide seafood for recipe creation and broadcast segments
- Share posts, visuals and recipe videos across owned social channels



Mid-May: Salmon Opener

- Distribute press release announcing harvests
- Conduct media relations and provide seafood for recipe creation and broadcast segments
- Share posts, visuals and recipe videos across owned social channels

Upcoming Events

May and July

NYC Media Blitz – w/o May 21

- Execute robust NYC media visit showcasing all species and pegged to salmon season opener
- Host tasting event for 40 media and influencers
- Conduct 1:1 media interviews with Alaska chef Laura Cole and fisherman

Culinary FAM Trip – w/o July 8

- Coordinating culinary fishing trip for six domestic media at Tutka Bay Lodge
- Booked media guests from outlets such as Serious Eats, Food52, VICE Munchies and more.
- Creating social media schedule to share real-time updates via ASMI earned channels

FOOD&WINE
martha **Health**
stewart HEARST
REAL SIMPLE
Forbes



SERIOUS **EATS** Prevention
FOOD52
MUNCHIES



Thank You

To: ASMI Communications Committee

Date: March 5, 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.

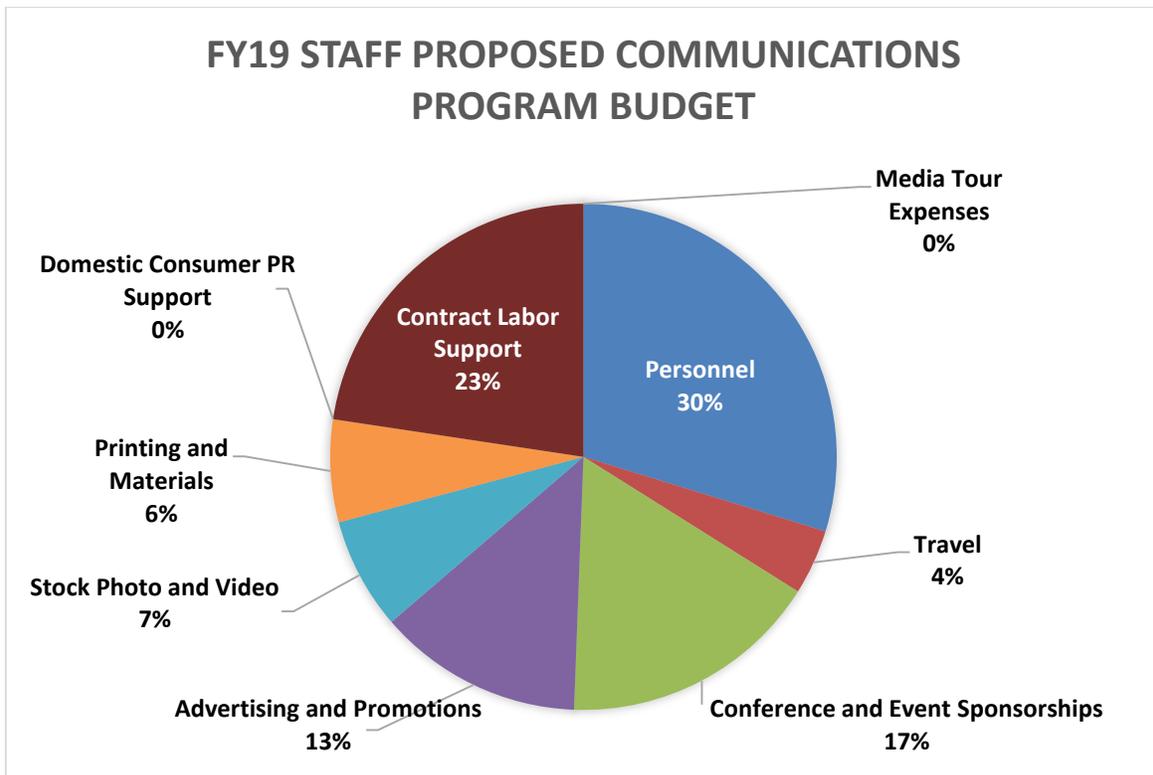
Key FY 19 Communications Budget Changes

- 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 Committee Proposed | FY17 Staff Proposed | FY18 Staff Proposed | FY19 Staff Proposed |
|-----------------------------------|--|--------------------------------|--------------------------------|--------------------------------|
| Personnel | \$ 150,000 | \$ 150,000 | \$245,000 | \$250,000 |
| Travel | \$ 35,000 | \$ 35,000 | \$35,000 | \$35,000 |
| Conference and Event Sponsorships | \$ 180,000 | \$ 160,000 | \$ 150,000 | \$140,000 |
| Advertising and Promotions | \$ 200,000 | \$ 160,000 | \$ 150,000 | \$110,000 |
| Stock Photo and Video | \$ 80,000 | \$ 80,000 | \$ 70,000 | \$60,000 |
| Printing and Materials | \$ 55,000 | \$ 55,000 | \$ 55,000 | \$55,000 |
| Domestic Consumer PR Support | \$ 20,645 | \$ - | \$ - | \$ - |
| Contract Labor Support | \$ 200,000 | \$ 200,000 | \$ 195,000 | \$190,000 |
| Media Tour Expenses | \$ - | \$ - | \$ - | \$ - |
| TOTALS | \$ 920,645 | \$ 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 budge (same as FY17)

- 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 for FY17.

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 instate 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 FY18.

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 | \$ 828,000.00 | \$ 720,000.00 | \$ 720,000.00 | \$ 720,000.00 |
| Press materials and Media Assets | \$ 26,000.00 | \$ 8,000.00 | \$ 10,000.00 | \$ 10,000.00 |
| Paid Digital Programs | \$ 15,000.00 | \$ 75,000.00 | \$ 100,000.00 | \$ 80,000.00 |
| Research Study | \$ 8,000.00 | | \$ 8,000 | |
| Misc. Events and Sponsorship | \$ 3,000.00 | \$ 40,000.00 | \$ 32,000.00 | \$ 30,000.00 |
| Spring New York City Media Event | \$ 30,000.00 | \$ 50,000.00 | \$ 48,000.00 | \$ 50,000.00 |
| Summer FAM trip | \$ 73,000.00 | \$ 75,000.00 | \$ 60,000.00 | \$ 60,000.00 |
| Staff Travel | \$ 10,000.00 | \$ 10,000.00 | \$ 12,000.00 | \$ 12,000.00 |
| Sample Product and misc. opportunities | \$ 7,000.00 | \$ 22,000.00 | \$ 10,000.00 | \$ 8,000.00 |
| TOTALS | \$ 1,000,000.00 | \$ 1,000,000.00 | \$ 1,000,000.00 | \$ 970,000.00 |

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, 1% of total (slight increase over FY18)

- Increased total cost to include 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: Increased line item and efforts based on success of previous 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