



Wild, Natural & Sustainable®

ALASKA SEAFOOD MARKETING INSTITUTE

FY19 COMMUNICATIONS PROGRAM BUDGET

Jeremy Woodrow, ASMI Communications Director – May 10, 2018

FY19 Comms Program Budget Overview



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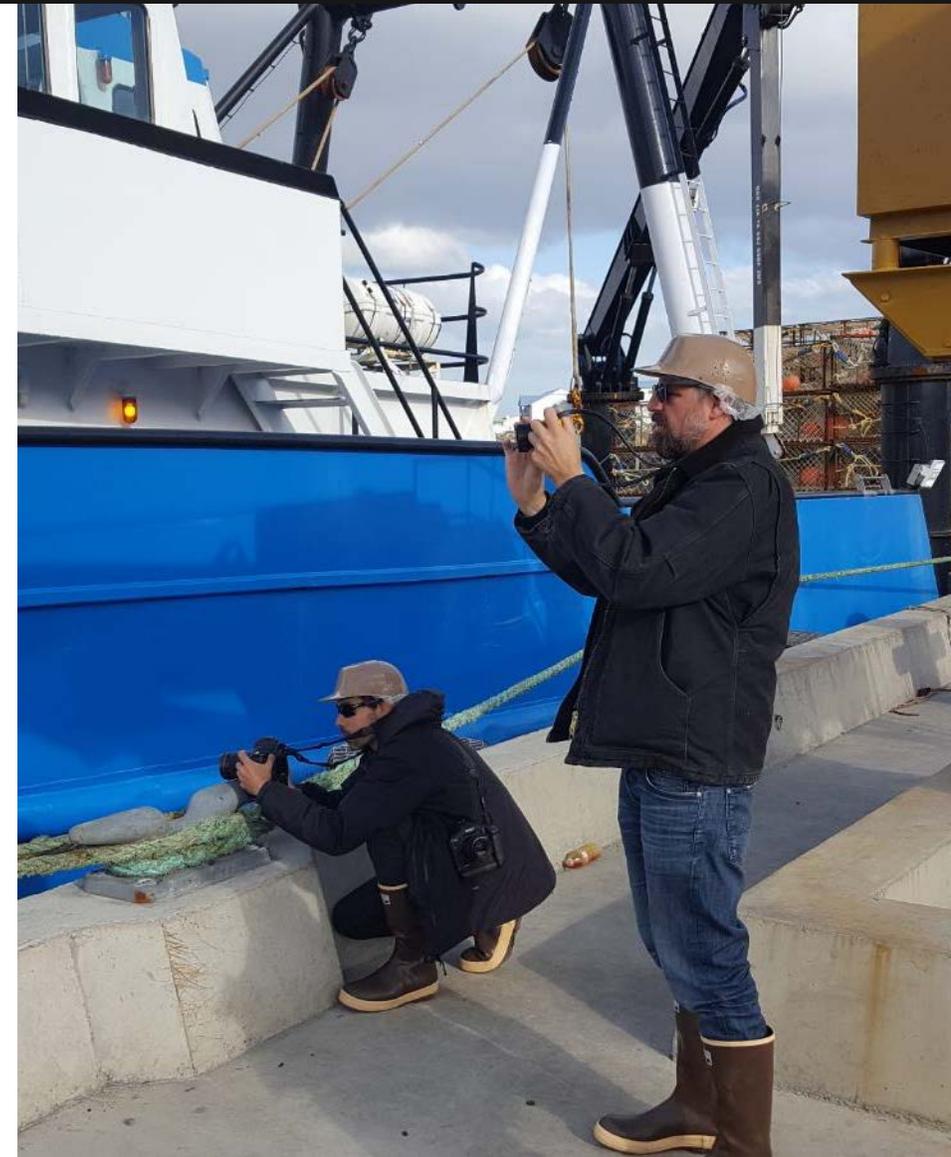
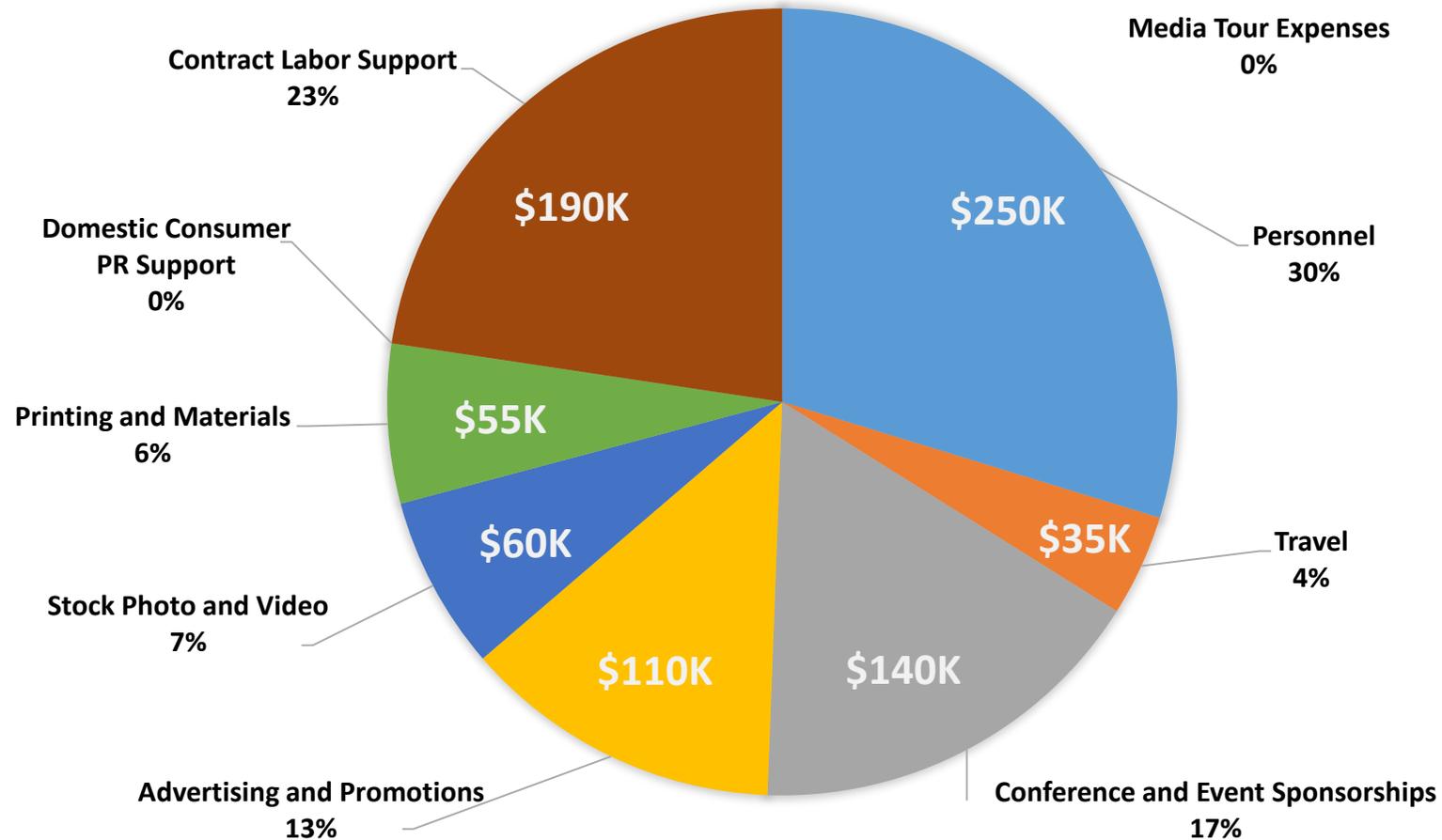
Communications Program	FY17 Budget	FY18 Budget	FY19 Staff Proposed
Personnel	\$ 150,000	\$245,000	\$250,000
Travel	\$ 35,000	\$35,000	\$35,000
Conference and Event Sponsorships	\$ 160,000	\$ 150,000	\$140,000
Advertising and Promotions	\$ 160,000	\$ 150,000	\$110,000
Stock Photo and Video	\$ 80,000	\$ 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

FY19 Comms Program Budget Overview



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FY19 STAFF PROPOSED COMMUNICATIONS PROGRAM BUDGET



FY19 Comms Program Budget Highlights



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FY19 Communications Budget Changes

Staff has proposed a \$60,000 decrease (6.7%) from \$900k to \$840K

- Personnel line increased to reflect the second full year of staffing allocated to the communications program
- Significant Reductions to:
 - Conference and Event Sponsorships, -7%
 - Advertising and Promotions, -27%
 - Stock Photo and Video, -14%



FY19 Comms Program Budget Detail



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PROGRAM OPERATIONS

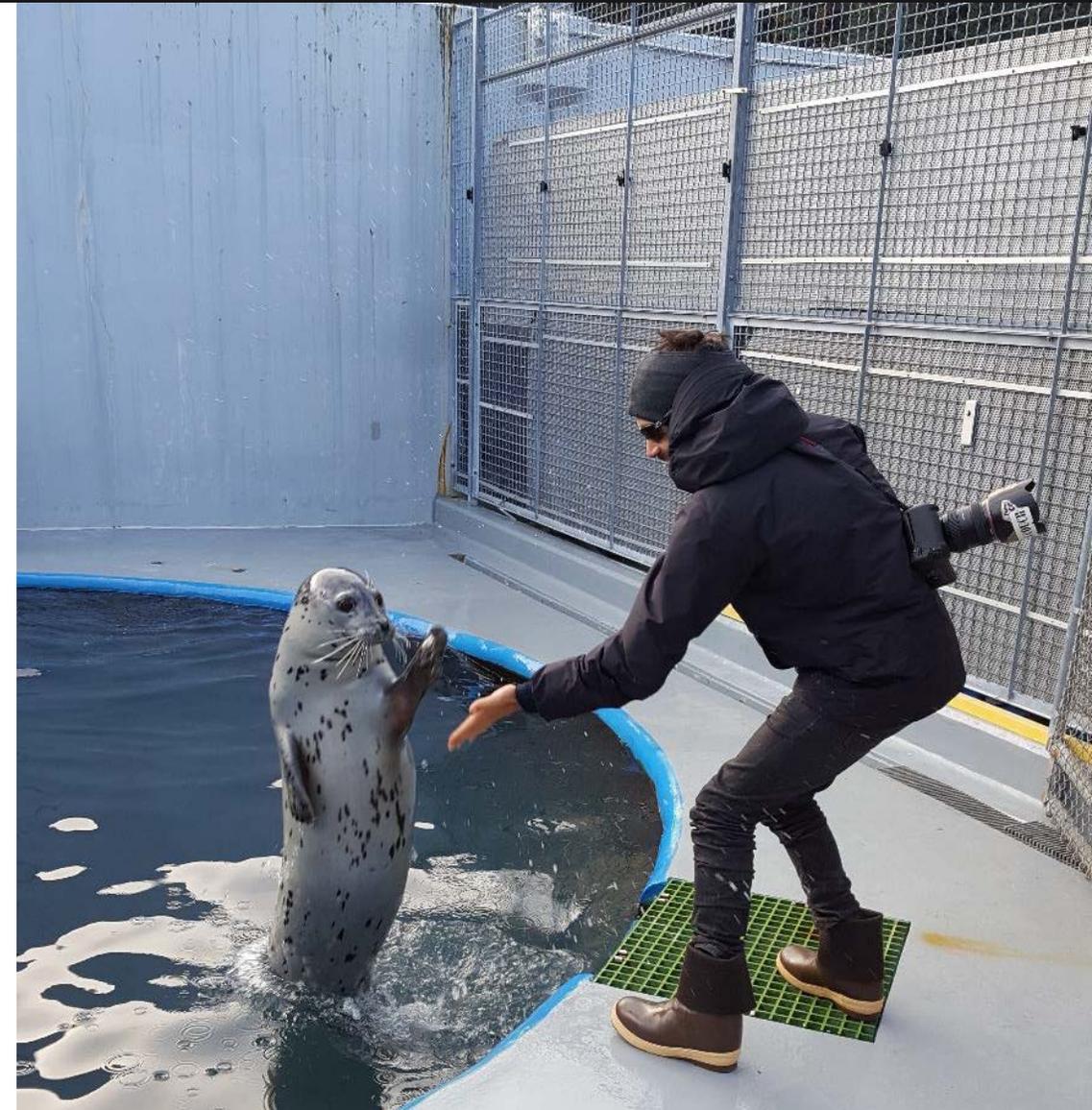
Total Budget \$285,000, 34% of total budget

Personnel Services: \$250,000 *Increased 2%*

Funds one full-time director and one full-time Communications and Marketing Specialist. The 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



FY19 Comms Program Budget Detail



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

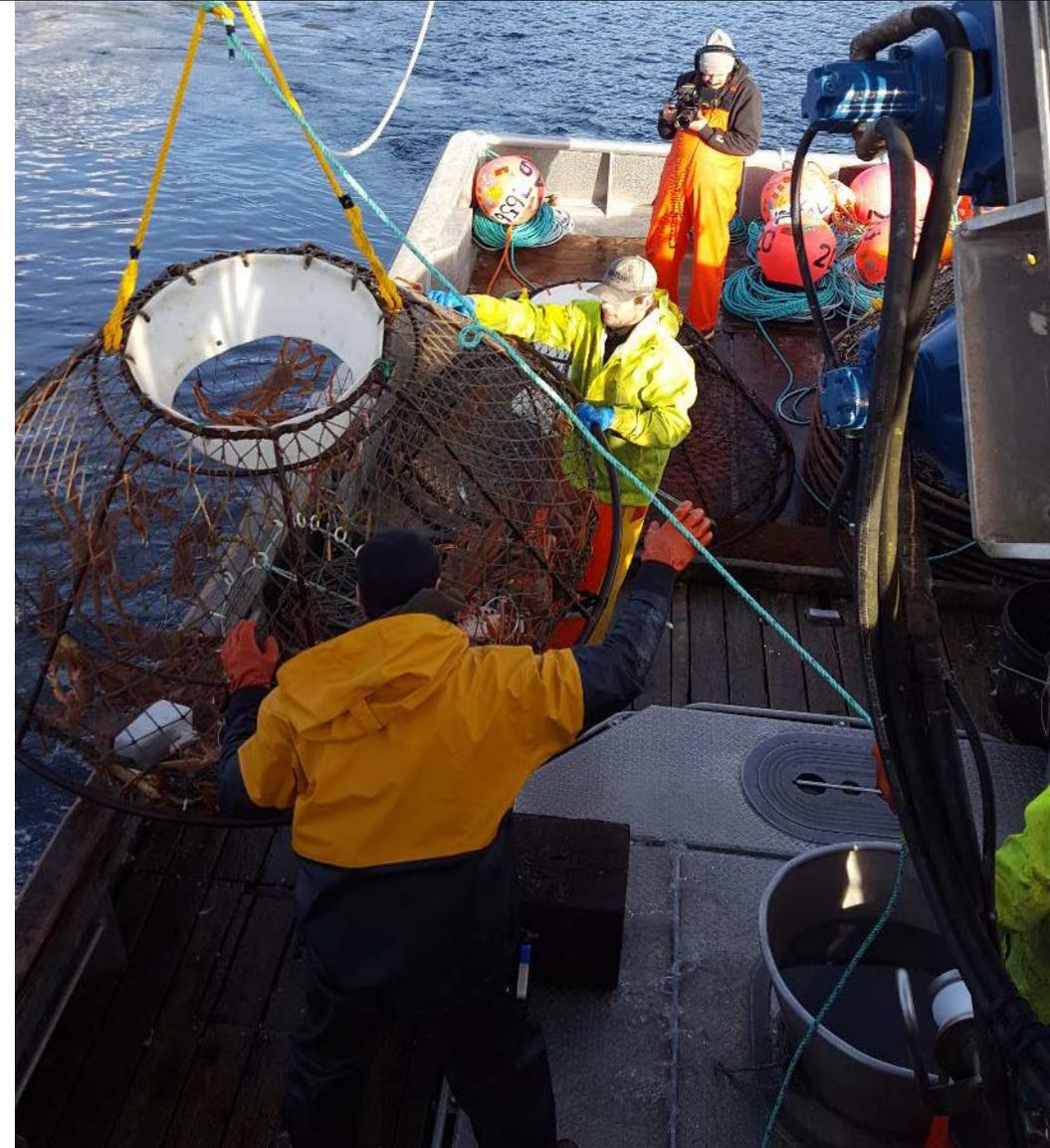
Total Budget \$110,000 13% of total (27% reduction from FY18)

- This includes underwriting sponsorship of Alaska Fisheries Report, Alaska Fish Radio and advertising in National Fisherman, Pacific Fishing, Fishermen's News, etc.

ALASKA STOCK PHOTO, VIDEO, AND PROFILES

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

- Continued growth and updating of ASMI's media library for usage by all ASMI programs and industry partners.



FY19 Comms Program Budget Detail



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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.

CONTRACT LABOR SUPPORT

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

- Contract labor support and expenses for in-state PR work, domestic PR coordination, support to other ASMI programs, graphic design, event planning, and special projects.



FY19 Comms Program Budget Detail



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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 was eliminated from the communications program budget in FY17 and remains at \$0.

MEDIA TOUR EXPENSES

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

- Now primarily covered by Consumer PR





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Budget Efficiencies and Collaborations

COMBINED ANNUAL CULINARY RETREAT

Leverages the funds and staff of three programs – International, Domestic PR and Communications – to strengthen existing relationships and build brand ambassadors.

COLLABORATE

Continue to grow partnerships with like-minded organizations for sponsorships, event planning, media tours, etc. E.g. – Dutch Harbor Media Tour, Kodiak Fish Taco Night, Sitka Fall Fisherman Expo.

REDUCING PRINT COSTS

Examples: Less printed copies and reduced length of Annual Report; Eliminating fulfillment of #EatAlaska recipe cards/ transition to Domestic program; Reducing amount of printed copies of Suppliers Directory.



PROGRAM CHALLENGES



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REDUCED BUDGET

At a point where the program must reassess program goals as they align to ASMI's mission. An initial step was taken for the FY19 program strategy to reassess "Alaskans" as a primary target audience.

REDUCED INVOLVEMENT

Reduction in Conference and Sponsorship funds will result in reduced exposure and involvement. Further reductions will lead to eliminating some events or alternating years of attendance.

OUTREACH

Efficiently and effectively reaching our target audiences with relevant messaging will always be a challenge.



PROGRAM OPPORTUNITIES



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PARTNERING WITH OTHER AK LABELS

Combining efforts and resources with other Alaska brands - i.e. Silver Hand, Made in Alaska, Alaska Grown, Travel Alaska – to benefit economic growth in Alaska’s industries.

ALASKA’S CULINARY SCENE

Alaska’s culinary scene continues to grow and attract regional and national attention. Tons of potential to grow our culinary ambassador network for media, b2b, etc.

NEW STORIES TO TELL

The Alaska seafood industry organically creates fascinating and captivating stories every day. Telling these stories through established writers, video channels, or in outlets such as National Fisherman help build our brand and connect consumers with the source.



UPCOMING PROGRAM EVENTS



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BRISTOL BAY FISH EXPO

Naknek, AK - June 8-9, 2018

HAINES FISHERMEN BBQ

Haines, AK - June 15-16, 2018

2018 FAM

Tutka Bay, AK - July 9-13, 2018

GREAT AMERICAN SEAFOOD COOK OFF

New Orleans, LA - August 2018

PACIFIC MARINE EXPO

Seattle, WA - November 2018



Thank you!



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