



MEMORANDUM

DATE: September 2020
TO: ASMI Board of Directors
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 FY21, as well as requested recommendations for the use of available FY20 carryforward funds and reallocation of FY21 budget lines based on Communications Committee insights and feedback due to conditions related to the global pandemic.

***Communications & Consumer Public Relations:
Going on Offense by Investing in Technology, Reach & Brand Management***

The ASMI Communications Program manages both the in-state, government and industry communications activities as well as US domestic consumer public relations, social and digital marketing efforts. These two programs together are integral to supporting the positive perception of the Alaska seafood brand by ASMI’s key audiences.

ASMI’s Consumer PR Program quickly went on the offensive this spring, pivoting to redirect funds from FAMs, travel and major events to consumer-direct digital and social advertising as well as enhanced media relations. These efforts resulted in a 99% YOY increase in earned media impressions for the Alaska seafood brand, products and messaging and a 178% YOY increase in social media impressions. The Consumer PR program is applying lessons learned about changing consumer preferences to multiply this expanded reach into FY21, however, we are not currently proposing changes to those activity lines, so activity descriptions are not included here.

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. ASMI’s communications program has greatly expanded its ability to internally serve the content creation and management needs of the organization. Focused on website management, graphic design and asset organization, the department supports greater collaboration and cost efficiencies between programs.

In these virtual times, digital marketing tools have become more important in connecting to ASMI’s audiences than ever. As such, the communications program is investing in the expansion of digital assets, improved platforms and efficient management tools to support our programs and stakeholders.

Key FY21 Proposed Communications Budget Changes

- Staff identified a combined total of \$179,000 in funds available for FY21 reallocation & carryforward from FY20.

FY20 Communications Budget Carryforward:	\$143,000
FY21 Comms Funds for Reallocation from Travel & Conferences/Events:	\$36,000*
FY20 Consumer PR Budget Carryforward:	\$0
Total Available Funds:	\$179,000

**Subject to increase should pandemic-related travel and event restrictions continue into Q2.*

Proposed Activity Additions:

1.) Proactive Crisis Communications Manual	\$50,000
2.) Photo/Video Asset Acquisition	\$30,000
3.) Brand Enhancement Project	\$5,000
4.) Contractor Support	\$11,000
Total Proposed Comms/Consumer PR Budget Additions:	\$96,000
Total Proposed Carryforward to FY22	\$83,000

1.) Invest in Proactive Crisis Communications - \$50,000

- a. Staff propose shifting \$50,000 in FY20 Communications carryforward funds to the FY21 Consumer PR Budget build a master crisis communications playbook to responsibly prepare for issues that could negatively impact consumer sentiment for the Alaska Seafood brand.
 - i. The groundwork will allow the team to act quickly in a real-world scenario, reducing work cycles and costs during high-stress situations.
 - ii. ***This was identified by the committee as an important need. The developed materials will be a resource for the long-term, with annual updates made by ASMI.***

2.) Invest in New Photo and Video Assets for ASMI Media Library - \$30,000

- a. Staff propose reallocating \$30,000 to the previously reduced Stock Photo/Video acquisition activity line to license new and dynamic digital content while it is unsafe for Channel Films to travel and film Alaska's fishing communities. Channel Films will continue to produce in studio product shots and brand content in the meantime.

3.) Build Brand Strength and Cohesion, Invest in Digital Materials - \$5000

- a. Staff propose dedicating \$5000 to the Printing and Materials budget for further investment in new and dynamic digital content and the execution of an Alaska Seafood brand audit and creation of cohesive and modern brand tools for more impactful brand recognition across all markets and program activities, as well as improved efficiencies in content creation.

4.) Ensure a Strong Team to Support Strong Execution - \$11,000

- a. Staff propose increasing contractor labor to support these significant new project undertakings, including the projects noted above and the facilitation of a redesign and rebuild of ASMI's domestic websites.

5.) Create a Better, Faster, More Dynamic Web Presence - \$100,000 (Funded through Admin Budget)

- a. *Staff propose investing \$100,000 to rebuild and redesign ASMI's domestic websites (alaskaseafood.org & wildalaskaseafood.com) to improve the user experience for all involved. The technology the sites are built on is outdated, making it restrictive and expensive to make needed updates to improve SEO. The new site will allow for more efficient management, consumer targeting and dynamic content addition.*
 - i. *All ASMI departments will be involved in the development of the new site to ensure it meets programmatic needs.*
- b. *ASMI's website is funded through the Admin budget but managed by Communications.*

6.) Save to Support a Sustainable FY22 - \$83,000

- a. *Based on previous Board recommendations, the Communications and Consumer PR programs are currently set to face significant budget reductions in FY22. Staff propose saving \$83,000 to carryover to FY22 to ensure sustainable execution of our offensive efforts.*

Appendix: FY21 Approved Budgets

Communications Program	FY20 Budget	FY21 Approved	FY21 Proposed Changes
Personnel	\$307,000*	\$360,000	\$360,000
Travel	\$35,000	\$41,000	\$25,000
Conference and Event Sponsorships**	\$140,000	\$110,000	\$100,000
Advertising and Promotions**	\$110,000	\$100,000	\$100,000
Stock Photo and Video	\$60,000	\$15,000	\$45,000
Printing and Materials	\$55,000	\$65,000	\$70,000
Contract Labor Support	\$190,000	\$170,000	\$181,000
Media Tour Expenses	\$ -	\$6,000	\$6,000
TOTALS	\$842,000	\$867,000	\$877,000

***Additional potential savings from cancelled in-person events will be redirected to new digital opportunities.*

Consumer PR Program	FY20 Budget	FY21 Proposed	FY21 Proposed Changes
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$720,000.00	\$720,000.00	\$720,000.00
Domestic Trade PR (Fees)	\$60,000.00	\$60,000.00	\$60,000.00
Measurement Tools	\$9,000.00	\$9,200.00	\$9,200.00
Paid Digital Social Media Amplification	\$60,000.00	\$60,000.00	\$60,000.00
Paid RD Program	\$20,000.00	\$20,000.00	\$20,000.00
Paid Influencer Program	\$40,000.00	\$40,000.00	\$40,000.00
Misc. Events and Sponsorship	\$4,000.00	\$4,000.00	\$4,000.00
Spring 2021 NYC/Virtual Media Event***	\$40,000.00	\$45,000.00	\$45,000.00
FAM trip (s)***	\$45,000.00	\$60,000.00	\$60,000.00
Staff Travel***	\$15,000.00	\$14,800.00	\$14,800.00
Sample Product and misc. opportunities	\$7,000.00	\$7,000.00	\$7,000.00
Crisis Comms Planning & Execution	N/A	N/A	\$50,000
TOTALS	\$1,020,000.00	\$1,020,000.00	\$1,070,000.00

****Likely savings from these budget lines will be redirected to new proactive earned, paid and digital/social consumer PR activities.*