

# South Carolina Department of Natural Resources

October 6, 2017

The Honorable Eddie Tallon  
House Legislative Oversight Subcommittee for Law Enforcement and Criminal Justice Academy  
418 Blatt Building  
Columbia, SC 29201

Dear Chairman Tallon,

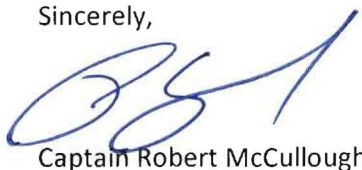
Thank you for allowing me to appear in front of the Subcommittee to provide more information regarding the Department of Natural Resources and the Office of Media and Outreach. During the hearing process, many questions were asked and I wanted to provide you with information you requested, and clarify my testimony regarding the *South Carolina Wildlife* magazine. The Proviso that we referenced is Budget Proviso 47.1 and states:

47.1. (DNR: Publications Revenue) For the current fiscal year all revenue generated from the sale of the South Carolina Wildlife magazine, its by-products and other publications, shall be retained by the department and used to support the production of same in order for the magazine to be self-sustaining. In addition, the department is authorized to sell advertising in the magazine and to increase the magazines subscription rate, if necessary, to be self-sustaining. No general funds may be used for the operation and support of the South Carolina Wildlife magazine.

In Fiscal Year 2016-2017, the magazine had approximately 31,500 subscribers, and the Department had subscription revenue of approximately \$334,881. Production costs, which includes only printing, management of subscription database, distribution, freelance work, and postage, but does not include personnel or other costs, were approximately \$305,177. The magazine printed approximately 251,070 issues. The cost of the printing and mailing the magazine last year was approximately \$1.22/issue. I want to clarify my testimony that only a portion of personnel are paid out of magazine revenue funds. As per the Proviso, no general funds are used for personnel related to the magazine. At this time, other agency revenue is used to cover personnel costs.

I know that there were other questions from the Subcommittee which we will provide at a later date, but I wanted to immediately notify you of the above.

Sincerely,



Captain Robert McCullough

cc: Director Alvin Taylor



Alvin A. Taylor

**Director**

CPT Robert C. McCullough  
**Director, Office of Media and Outreach**