

South Carolina Department of
Natural Resources

OFFICE OF MEDIA AND OUTREACH
Executive Office



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Life's Better OUTDOORS

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OFFICE OF MEDIA AND OUTREACH

The Office of Media and Outreach serves as the principle source for timely and accurate information related to South Carolina's natural resources, wildlife and fisheries and related outdoor recreation.

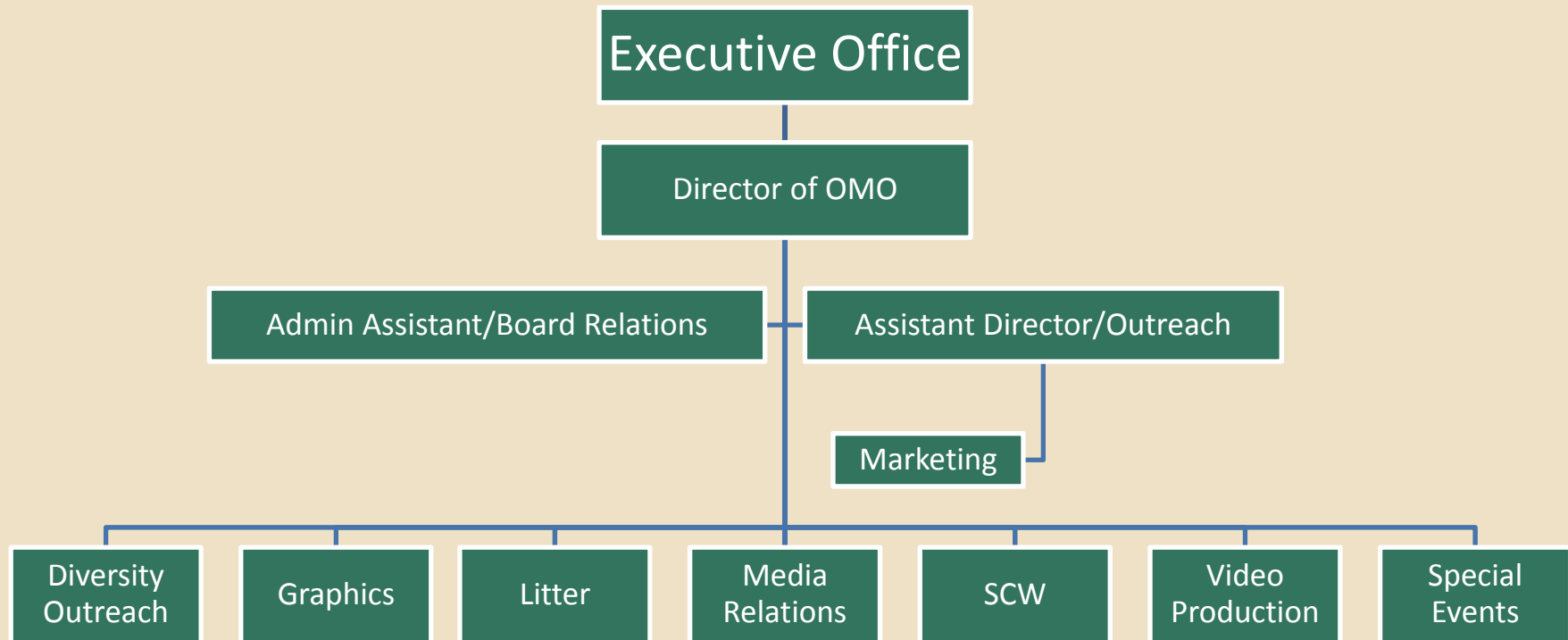


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Strategy 5.5.1-Serve as the principle source of marketing and information for the natural resources of South Carolina, giving accurate and timely facts on licensing, seasons, and regulations, along with outdoor recreation as it pertains to the state's resources.



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Objective 5.5.1-Publish and distribute *South Carolina Wildlife*, serving as the voice of natural resources in our state.

- Produce printed **6** issues per year
- Maintain a subscription base of over **30,000**
- Maintain SCWildlife.com (105,164 page opens last year) and SouthCarolinaWild.org (recently launched)



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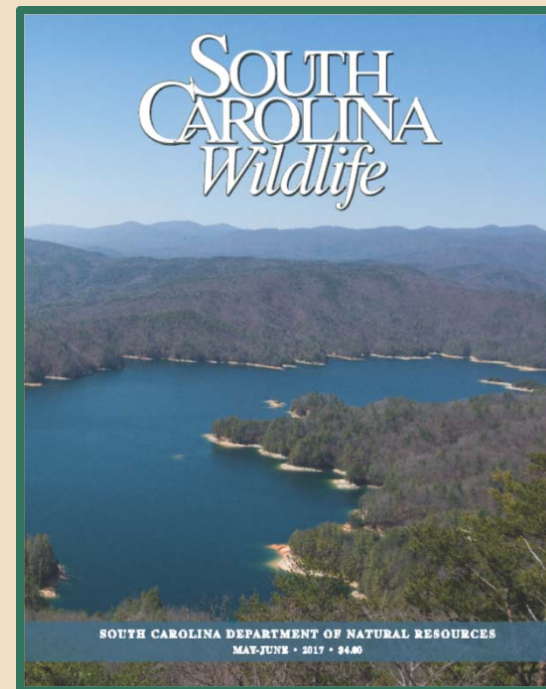


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Objective 5.5.1-Publish and distribute *South Carolina Wildlife*, serving as the voice of natural resources in our state.

Staff SCW	
FTEs	4

Expenses SCW	Amount
SCW Earmarked	\$501,689
Earmarked	\$52,240
Restricted	\$9,095
Total Expenses	\$563,024



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Objective 5.5.2 -Accurately disseminate information on hunting, fishing and boating regulations and new laws as they pertain to the natural resources of South Carolina; inform citizens on the opportunities available in the state's outdoors; communicate information during natural disasters and emergencies.



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Objective 5.5.2- Accurately disseminate information...

Staff OMO	
FTEs	15
Hourly	4

Expenses OMO	Amount
General Fund Recurring	\$1,335,273
General Fund One Time	\$81,592
Earmarked	\$208,120
Restricted	\$31,853
Total Expenses	\$1,656,838



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Diversity Outreach

- Participate in SCDNR and local events
 - Averaging over **1400 direct contacts** with Hispanic and African American participants/month
- Translate [SCDNR Spanish website](#)
 - **108,017** successful page opens in 2016-2017
- Maintain SCDNR [Spanish Facebook](#) and [YouTube](#) and [Diversity Outreach Facebook](#)
 - **2000** followers as of 8/15/17
- Assists licensing and LE communications staff with interpreter services, as needed



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Social Media

- Facebook
 - Over **90,000** follows
- Twitter
 - Over **15,800** followers
- Instagram
 - Over **17,600** followers
- YouTube
 - Over **5,000** subscribers



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*Numbers current as of 10/1/17

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Graphics

- Complete products, as requested, by SCDNR staff
- Ensure all state printing and procurement laws are followed
- Maintain SCDNR Style Guide
- Sample of products requested include:
 - Posters/Signs
 - Brochures
 - Newsletters
 - Licensing and Boat Titling Forms
 - WMA Maps
 - Long Format Publications
 - Marketing Materials



Year	Products
2013-14	538
2014-15	495
2015-16	505
2016-17	386



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Annual **Regulations Book** is also completed by
Graphics

- Print and distribute
410,000 copies per year



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Email

- Utilize GovDelivery to maintain email lists, create and distribute emails and email analytics
- GovDelivery ensures no Spamming laws are violated in the use of mass email.



- At time of report submittal, SCDNR has **173,423** email subscribers who are subscribed to **575,760** topics
- Over **1,917,915** emails have been successfully distributed



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Litter Prevention

- Serves as the Chair for the Take Pride in Where you Live Litter Commission
- Completed Legislative Report-November 2016
- Content creator for UP2U website with **16,165** successful opens in 2016



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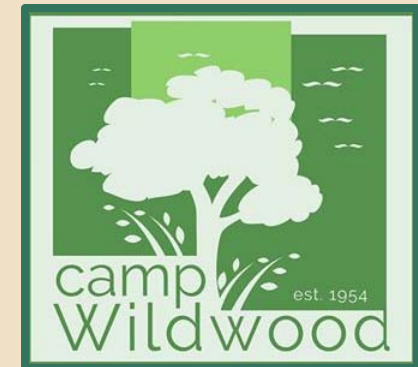
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Special Events

- Palmetto Sportsmen's Classic
 - Second largest event at State Fairgrounds behind State Fair
 - Attended by over **33,700** in 2017
 - Average **350** vendors
- Camp Wildwood
 - Attended by **130** 10th-12th graders per year



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SCDNR Website

- In 2016, www.dnr.sc.gov had **14,208,183** successful web requests
- September 2017
 - **2,067,522** successful web requests
 - Highest ever!!



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Video Production

Year	Products
2017 YTD	49
2016	52
2015	38
2014	27
2013	56

- Complete products, as requested, by SCDNR staff
 - Produce PSAs, educational and informational videos and paid advertising spots.



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