



# South Carolina Department of Natural Resources Office of Media and Outreach FY 2017

Oversight Committee received  
from DNR via email on 8.30.17

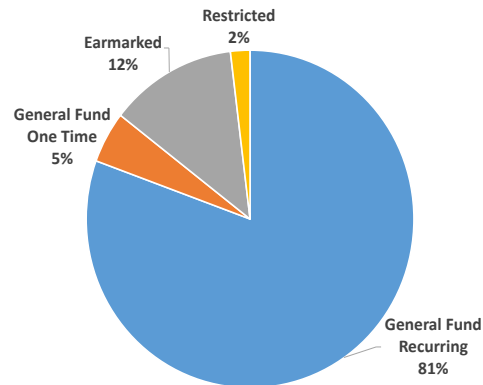
**Purpose: Serve as the principal source for timely and accurate information related to South Carolina's natural resources, wildlife and fisheries and related outdoor recreation.**

- Publish and distribute six issues of South Carolina Wildlife, including the online digital SouthCarolinaWild.org, serving as the principal storyteller of the natural resources for our state.
  - Over 30,000 annual subscribers
  - 105,164 successful page opens on SCWildlife.com over the past 12 months
  - Launched SouthCarolinaWild.org June 2017
- Create and distribute accurate information related to hunting, fishing and boating regulations, wildlife and fisheries, outdoor recreation, accidents and fatalities.
  - 386 completed graphic requests
  - Since November 2016, 148 mass email bulletins resulting in 1,917,915 messages received by 173,423 subscribers
  - Video production of 52 PSAs, educational, informational and marketing materials
  - Distribute 410,000 Regulations Books per year
  - Over 14,200,000 successful website opens in 2016, up 35% from 2015
- Maintain open communications with SCDNR, its customers and the citizens of South Carolina through the website, social media and media relation activities.
  - Over 120,000 social media followers on Facebook, Instagram, YouTube and Twitter
  - Two "Notable Document" winning blogs with 27,441 subscribers
  - 193 press releases issued in 2016
- Diversity Outreach continues to reach underserved populations of South Carolina.
  - Attend community and SCDNR sponsored events (reaching over 56,000 in 2017)
  - 188,017 successful opens on translated website
  - Over 2,000 social media followers on Spanish and Diversity Outreach Facebook pages
  - 832 video views on Spanish YouTube page
  - Partnerships with Mexican Consulate, Recreational Boating and Fishing Foundation, National Shooting Sports Foundation, Council to Advance Hunting and Fishing and several state universities
  - Awarded Diversity Inclusion in the Workplace (AWFA) and The Diversity Award (The Wildlife Society)
- Litter Commission Legislative Report completed November 2016.
  - Over 16,000 successful opens on UP2U webpage
  - Trademarked UP2U
- Successful completion of marketing campaigns.
  - Set Your Hook in SC
  - 100 Deadly Days
  - Apprentice Hunting License
  - Resident Fishing Campaign

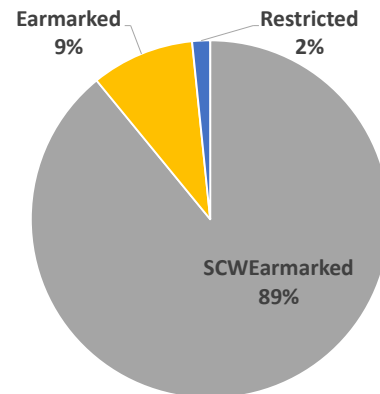


- Economic Impact of Natural Resources
- FishSC partnership with SCPRT and SCATR
- Guy Harvey special South Carolina issue
- Palmetto Sportsmen's Classic was attended by 33,700 in 2017.
- 98% of Camp Wildwood rated the camp as the "Time of their Life" or "Excellent".

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



Expenses SCW	Amount
SCWEarmarked	501,689
Earmarked	\$52,240
<b>Restricted</b>	<b>\$9,095</b>
<b>Total Expenses</b>	<b>\$563,024</b>



Employees (Includes OMO & SCW)	Amount
FTEs	19
Hourly	4
<b>Total</b>	<b>23</b>

