

ENGAGING THE PUBLIC

Melissa L. Griffin
South Carolina CoCoRaHS
State Coordinator



What your
strategies for
engaging the
public?



OUTREACH

“Trying to increase the knowledge of the individual.”

- Short-term
- Marketing
- Beneficial for only one side
- Transactional
- One-way communication



ENGAGEMENT

“Trying to increase the knowledge of everyone involved.”

- Long-term
- Relationships
- Beneficial for everyone
- Connecting
- Conversation



WHO IS YOUR AUDIENCE?



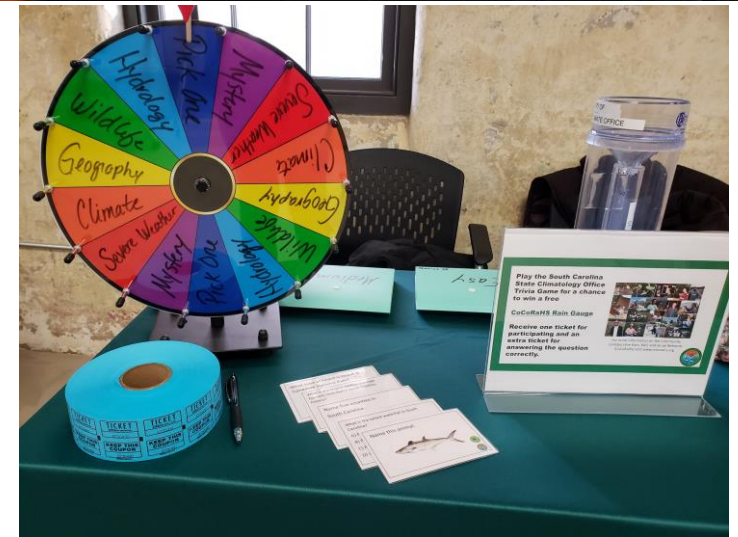
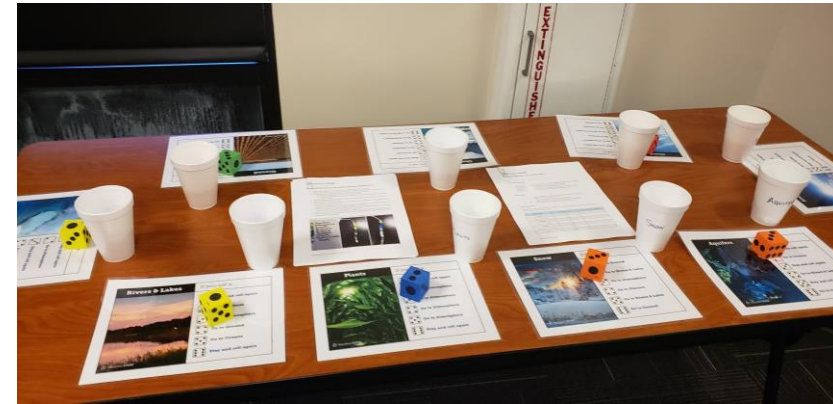
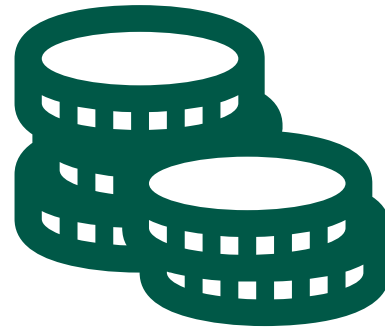
WHO IS YOUR AUDIENCE?

WHAT IS YOUR
VENUE?



WHO IS YOUR AUDIENCE?
WHAT IS YOUR VENUE?

WHAT ARE YOUR
RESOURCES?



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WHAT ARE YOUR
RESOURCES?



Melissa Griffin @mlgriffinWX1 · May 10

With the potential for unseasonably cool weather around mid-week, here is a look at the current record daily low maximum temperatures at some of the reporting stations across the Palmetto State. #scwx @NWSGSP @NWSColumbia @NWSWilmingtonNC @NWSCharlestonSC

	Charleston Area (1937-2020)	Columbia Area (1887-2020)	Florence (1948-2020)	Greenville Area (1884-2020)
May 11	70 (1954)	61 (1924)	66 (1989)	59 (1924)
May 12	69 (1963)	66 (1917)	67 (1963)	56 (1960)
May 13	68 (1996)	62 (1996)	59 (1996)	62 (1972)

South Carolina CoCoRaHS Rain Gauge Gazette

Welcome to the second edition of the 'South Carolina CoCoRaHS Rain Gauge Gazette'.

To say 2020 has been a trying year would be a bit of an understatement. This year, we dealt with flooding (again!), tornadoes, and tropical cyclones. However, it did not deter our observers from submitting their daily precipitation reports.

This newsletter will discuss some of the top precipitation-related stories during 2020 and highlight the impact of your observations.

Whether you have been with us for ten years or ten days, know that your data has been instrumental in monitoring drought and flooding across the Palmetto State.

Sincerely,
Melissa Griffin
South Carolina CoCoRaHS State Coordinator

If you have any questions, please feel free to contact me at GriffinM@dnr.sc.gov or 803-734-9091.

- 2 Observer Recognition and the CoCoRaHS Cup
- 3 Abnormally Wet Winter and Spring 2020
- 4 Rainfall Reports from Hurricane Isaias (August)
- 5 Rainfall Reports from Hurricane Sally (September)
- 6 Winter Weather Reporting

WHO IS YOUR AUDIENCE?
WHAT IS YOUR VENUE?

**WHAT ARE YOUR
RESOURCES?**



MAKE IT PERSONAL

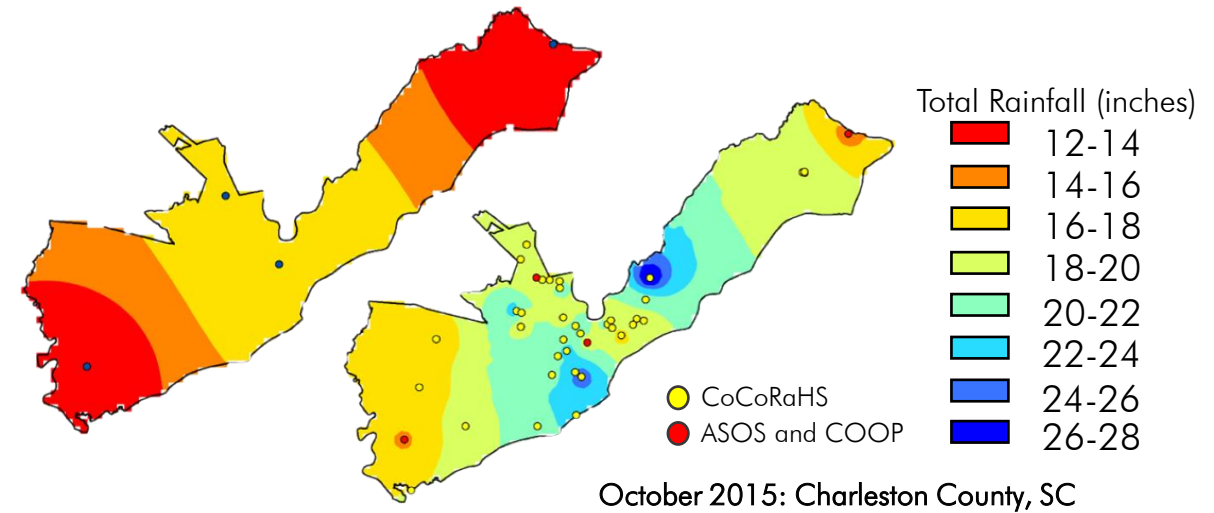
Welcome!

The presentation will begin shortly.
Here are some tips for a great webinar experience.



- You are muted and your webcam and microphone will remain off
- Please close out of any other programs on your computer to improve connection
- If you are experiencing any technical issues, leave the webinar and rejoin
- If you can not hear the speakers once the webinar has begun, adjust your computer audio or switch to "Phone call" and call in with the number provided
- To ask questions: type in the "Question box." We will have a Q&A portion at end
- This webinar will be recorded

KEEP IT RELEVANT



HAVE FUN



Thank you

Melissa Griffin

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<http://www.dnr.sc.gov/climate/sco>

