

Training Needs Assessment of Coastal Decision-Makers in Georgetown and Horry Counties, South Carolina



**Study conducted for the
North Inlet-Winyah Bay
National Estuarine Research Reserve**

2021



TRAINING NEEDS ASSESSMENT OF COASTAL DECISION-MAKERS IN GEORGETOWN AND HORRY COUNTIES, SOUTH CAROLINA

2021

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the North Inlet-Winyah Bay National Estuarine Research Reserve (NERR) to provide a needs assessment for the NERR Coastal Training Program. The study entailed a scientific online survey of individuals who are involved in coastal resource management or coastal decision-making in Georgetown County and/or Horry County, South Carolina.

The online survey questionnaire was developed cooperatively by Responsive Management and the North Inlet-Winyah Bay NERR, based in part on a 2007 needs assessment survey as well as the research team's familiarity with conservation and wildlife resources.

The NERR provided contact information for 1,004 coastal decision-makers within or for Georgetown and Horry Counties who fit the criteria for the study. In addition, Responsive Management expanded the contact list by searching online for any other government, private, or non-profit entities that might have coastal decision-making responsibilities for either county, and the Coastal Training Program Coordinator used existing contacts to attempt recruitment of members of Homeowners Associations and Property Owners Associations. Ultimately, the contact list included 1,404 individuals.

Responsive Management obtained 154 completed surveys of coastal decision-makers in Georgetown and Horry Counties. The survey was conducted in February and March 2021. The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management.

CURRENT POSITION

State government agencies, county agencies, non-profit organizations, and city or local agencies are the entities most frequently represented in the sample, and state agency personnel or government staff is the most common occupation. The most frequent specific positions or roles of coastal decision-makers, each named by 10% or more of respondents, are environmental educators, Homeowners Association personnel, environmental consultants, and city planners.

Coastal decision-makers have been in their current position for a median of 5 years. Nearly half (42%) have worked in coastal issues prior to their current position; this group has a total median of 16 years in coastal decision-making. When combining those groups (those who have prior experience in coastal work plus those who have not), survey respondents have worked in coastal decision-making for a median of 9 years overall.

COASTAL DECISION-MAKING

Coastal decision-makers spend a mean of 40% and a median of 25% of their time directly on coastal issues or decision-making.

Over half of coastal decision-makers (53%) say that coastal issues are a *high* priority in their position. Meanwhile, 30% say they are a *medium* priority and 12% say they are a *low* priority.

The groups most likely to say coastal issues and coastal decision-making are a *high* priority are federal or state government employees, those who worked more than 10 years in their current position, regional government employees, and city or local government employees.

Coastal decision-makers spend a mean of 13.20 hours and a median of 6.5 hours per week addressing coastal issues.

Coastal decision-makers were asked how well informed they consider themselves about coastal environmental issues, on a scale of 0 to 10, where 0 is not at all informed and 10 is extremely well informed. The mean rating was 7.02 and the median was 8.

The groups most likely to rate themselves as very well informed on coastal environmental issues (i.e., rated their awareness an 8 or higher out of 10) are those with more than 10 years in their current position, federal or state government employees, those with an education level higher than a bachelor's degree, and private (for profit) business employees.

CONTINUING EDUCATION

Over a third of coastal decision-makers (36%) say that their current position mandates some type of continuing education requirement. Among that group, a majority (60%) have their requirement in the form of Continuing Education Units (CEUs).

Continuing education credits are most frequently required among county government employees, for profit business employees, regional government employees, and city or local government employees.

Nearly half of coastal decision-makers (43%) hold a professional certification, with the most common being certifications in architecture, landscaping, or planning; engineering or science; and floodplain management.

NEED FOR COASTAL TRAINING AND EDUCATION

Coastal decision-makers most commonly say they have a *medium* need for coastal training in their current position (49% state this), followed by those who have a *high* need (32%) and those who have a *low* need (16%).

Groups most likely to have a *high* need for coastal training are for profit business employees, federal or state government employees, and those in the middle age category.

Those in the education field are substantially more likely than other groups to say they have a *low* need for coastal training.

In an open-ended question, coastal decision-makers were asked to name the agencies or organizations that offer coastal training. The top response by far was the NERR program; other training providers named by at least 10% of respondents are the NOAA / Sea Grant program, Clemson Extension, and the South Carolina DNR.

A solid majority of coastal decision-makers (71%) have ever received training on coastal environmental issues.

Those with an advanced education and women are the groups most likely to have received coastal training.

Among those who ever received coastal training, the mean number of training events per year is 2.62 and the median is 2.

AWARENESS OF THE NORTH INLET-WINYAH BAY NERR AND COASTAL TRAINING PROGRAM

Before this survey, 41% were *very* familiar with the North Inlet-Winyah Bay NERR and 38% were *somewhat* familiar, compared to 21% who were *not at all* familiar.

Groups most likely to have been very familiar with the North Inlet-Winyah Bay NERR are younger respondents, education employees, and federal or state government employees.

Next, coastal decision-makers were asked how familiar they were with the North Inlet-Winyah Bay NERR's Coastal Training Program (CTP) before the survey: 33% *were* very familiar, 36% were *somewhat* familiar, and 31% were *not at all* familiar.

The groups most familiar with the CTP prior to the survey are federal or state government employees, education employees, those with an advanced education, and those 18 to 34 years old.

Among those who were not familiar with the CTP, 6% were aware of its existence.

NORTH INLET-WINYAH BAY NERR COASTAL TRAINING PROGRAM

Coastal decision-makers consider the CTP to be important to them, giving a mean rating of 8.25 and a median rating of 9 out of 10.

Just over half of coastal decision-makers (51%) have received training through the North Inlet-Winyah Bay NERR Coastal Training Program.

Compared to the other groups, county government employees have received the most training through the CTP.

Those who participated in the CTP and whose position requires continuing education credits were asked how important that requirement was as a reason for taking the CTP, on a scale of 0 to 10. The mean rating from this group was 6.84 and the median was 7.

Those who took the CTP rated the program highly, with a mean rating of 9.11 and a median rating of 10 out of 10 (52% gave the highest rating).

Those who took the CTP were asked how the program could be improved, in an open-ended question. Suggestions made by more than 5% of this group include more training frequency; more content at higher technical levels, including research; more in-person or hands-on training options; and more case studies (success stories). Note that the top response, given by 23% of the group, is that they like the program and no improvements are necessary.

In another open-ended question, CTP participants were asked to name the most valuable aspects of the program. The top replies were the knowledge of the instructors and that the program addressed local needs. A second tier of responses, given by more than 10% of participants, are the networking and connections made, content on drainage and flooding issues, updates on research projects, and the field trips or hands-on training.

Among those who have not taken the CTP, the top reason for not taking the CTP by far was lack of awareness (67% of non-participants stated this). This was distantly followed by scheduling conflicts and that the training is not needed because their coastal decision-making responsibilities are minor.

INTEREST IN THE NORTH INLET-WINYAH BAY NERR COASTAL TRAINING PROGRAM

Those who took the CTP are largely *interested* in further training through the program, giving a mean rating of 8.68 and median rating of 10 out of 10.

CTP participants are *likely* to take further training through the program in the next 2 years, giving a mean rating of 8.82 and a median rating of 10 out of 10.

All coastal decision-makers were asked if anything would make them more likely to participate in the CTP in the next 2 years. The top response, at 25%, is that they like the program and additional incentives are not needed. This was followed by virtual participation, awareness of training, and availability of training.

Coastal decision-makers were asked if anything makes future participation in the CTP less likely or more difficult. Again, the top response was “nothing / likes program” (42% stated this). Otherwise, the top constraints were travel, lack of time, COVID-19, cost, and the CTP schedule.

COASTAL TRAINING TOPICS

The survey asked coastal decision-makers to rate four training areas as high, medium, or low priorities for their coastal training needs. In descending order of high priority ratings, the training areas are climate and extreme weather events (68% rated this a high priority), stormwater management (61%), habitat and biodiversity (43%), and professional development (35%).

In open-ended questioning, coastal decision-makers could name up to 10 high priority topic areas that they have for coastal training. The top response was stormwater drainage or flood mitigation (44% named this), followed by responsible development (27%), climate change (21%), wetland protection (18%), and land conservation (16%).

SOURCES OF INFORMATION

Coastal decision-makers most commonly learned about the North Inlet-Winyah Bay NERR Coastal Training Program through a direct email about the program (52% stated this) or through co-workers, colleagues, or other word-of-mouth (47%).

Most coastal decision-makers (83%) prefer to receive information about coastal training opportunities through direct email.

COASTAL TRAINING COMMUNICATION AND DELIVERY PREFERENCES

The survey asked coastal decision-makers, if they were willing to participate in coastal training in the next 2 years, if they prefer an in-person or virtual event. In descending order, the preferences are an in-person field trip (62% selected this), a virtual event (53%), an in-person event that is classroom-based (50%), and a hybrid event that is part virtual, part in-person (40%). Respondents could select multiple preferences.

The vast majority of those who prefer an in-person event (78%) would be willing to participate in a virtual event if it was more convenient or the only option. Note that the remainder (22%) replied with “do not know” rather than “no.”

Three quarters of those who prefer a virtual event (75%) would be willing to participate in an in-person event, while 13% would not and 13% do not know.

Coastal decision-makers were presented with a series of 8 components of training programs and were asked to rate the importance of each, on a scale of 0 to 10. The top-rated components, with mean ratings ranging from 7.6 to 7.9, are site visits or demonstrations, hands-on field activities, case study presentations, and informational or visual presentations. The components in the lower half, with mean ratings ranging from 5.9 to 6.6, are panel or roundtable discussions, full-day conferences, small group break-out activities, and computer-based work sessions.

Nearly two thirds of coastal decision-makers (65%) did not name any other components that they would like to include in coastal training events.

Nearly all coastal decision-makers are willing to travel up to 30 miles for coastal training, while 68% are willing to travel up to 60 miles.

A majority of coastal decision-makers (61%) prefer training events that last a half day.

Most coastal decision-makers (82%) prefer that training events of 4 hours or less be held in the morning.

About half of coastal decision-makers (49%) prefer that multi-day or multi-session training events be held on consecutive days.

Spring is the season most preferred by coastal decision-makers for a training event (60% stated this), followed by fall (58%), winter (45%), and summer (34%).

Most coastal decision-makers (83%) prefer that coastal training be held during the work week, with some preference shown toward the middle weekdays. Only 11% prefer Saturday, and Sunday was not provided as an option.

Those who prefer a virtual event were asked if that would still be their preference if COVID-19 was not an issue: about a third (34%) still would and about half (48%) would not.

A strong majority of coastal decision-makers (70%) did not have any other considerations that they would like to see in the format or delivery of coastal training sessions (in response to open-ended questioning).

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INTRODUCTION AND METHODOLOGY

This study was conducted for the North Inlet-Winyah Bay National Estuarine Research Reserve (NERR) to provide a needs assessment for the NERR Coastal Training Program. The study entailed a scientific online survey of individuals who are involved in coastal resource management or coastal decision-making in Georgetown County or Horry County, South Carolina. The survey topics included, in part, coastal decision-maker background information such as education and professional experience, experience with the training program, knowledge and attitudes on coastal issue priorities, interest in training topics, and preferences for program training delivery and format.

Background information on the North Inlet-Winyah Bay NERR and specific aspects of the research methodology are discussed below.

BACKGROUND

The North Inlet-Winyah Bay NERR is one of 29 reserves around the coastal United States that form the National Estuarine Research Reserve System. The System was established by the Coastal Zone Management Act of 1972 and is dedicated to the conservation, research, education, and stewardship of America's estuaries. The North Inlet-Winyah Bay NERR was designated in 1992 as a partnership between the National Oceanic and Atmospheric Administration and the University of South Carolina's Belle W. Baruch Institute for Marine and Coastal Sciences.

In 2007 a similar Coastal Training Program needs assessment was conducted for the North Inlet-Winyah Bay NERR as well as the ACE Basin NERR, the other NERR located in South Carolina.

QUESTIONNAIRE DESIGN

The online survey questionnaire was developed cooperatively by Responsive Management and the North Inlet-Winyah Bay NERR, based in part on the 2007 needs assessment survey as well as the research team's familiarity with conservation and wildlife resources. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

SURVEY POPULATION

The NERR provided contact information for 1,004 coastal decision-makers within or for Georgetown and Horry Counties who fit the criteria for the study. In addition, Responsive Management expanded the contact list by searching online for any other government, private, or nonprofit entities that might have coastal decision-making responsibilities for either county. (Note that coastal decision-making responsibilities can include those who may not think of themselves as being involved in coastal issues but who still must make decisions based on the coastal environment; for example, ensuring that development, design, or maintenance meets coastal standards and codes or protects coastal habitat.) Also, the Coastal Training Program Coordinator used existing contacts to attempt recruitment of members of Homeowners Associations and Property Owners Associations.

The tabulation on the following page shows the types of agencies and organizations that were contacted by Responsive Management's researchers.

Agencies and Organizations Contacted by Responsive Management

Larger Categories	Specific Individuals and Groups
Elected officials (local and state)	State legislators
Appointed officials (local and state)	City/town council members
County government Staff	Boards of selectmen
Municipal staff (such as planning, public works, and stormwater departments)	County commissioners
State agency personnel	Planning commission members
State and regional professional associations	City/town managers
Land developers and owners	City/town planners
Engineers, architects, designers, and landscapers	City/town engineers
Non-profit staff	Code enforcement officers
Coastal business professionals and associations	Environmental health officers
Education professionals	Transportation officials
Environmental professionals	Conservation commissions
	Land trusts
	Chapters of environmental organizations
	Watershed associations
	Property owners association personnel
	Realty associations
	Building/development associations
	Commercial property owners associations
	Chambers of Commerce
	Rotary International
	Tourist boards
	Environmental consultants
	Wetland scientists
	Environmental educators
	Universities
	Estuarine researchers
	Coastal regulator
	Coastal planners
	Marine resource agency personnel
	Fisheries and wildlife personnel
	Environmental Protection Agency personnel
	K-12 educators
	Homeowners association personnel

After these additional efforts were made to establish the study population, the contact list included 1,404 individuals. Responsive Management attempted to contact and interview as many members of this study population as possible; hence, the survey was an attempted census rather than a probability-based sample of coastal decision-makers.

CONTACT PROCEDURES

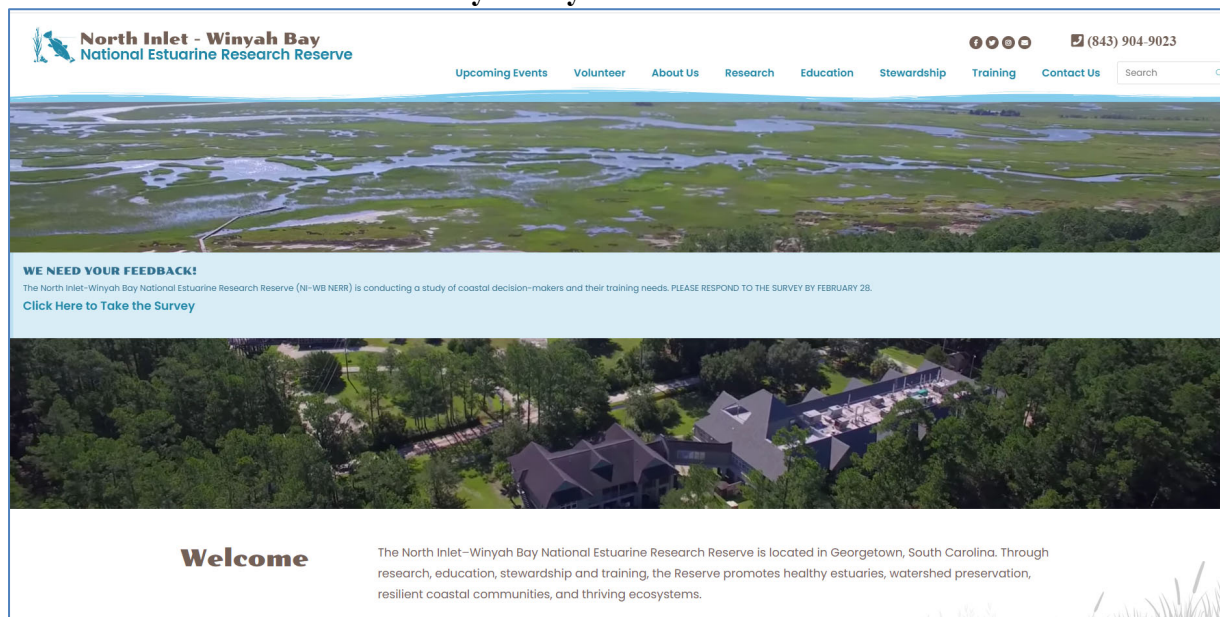
The contact list included both telephone and email contact information for most of the potential respondents. An initial email was sent on February 18, 2021, inviting coastal decision-makers to take the survey and providing a link to the online questionnaire. This was followed by a reminder email, sent on February 22, 2021, to those who had not yet taken the survey online. In addition, Responsive Management staff started calling those who had not completed the survey online. Anyone reached by telephone was encouraged to take the online survey and was provided the information in which to do so. In addition, voicemails and callback information were left on all available voicemails or answering machines. Two calls were made to nonrespondents on different days of the week and at different times of the day.

To further encourage participation in the survey, and to establish the validity of the survey to potential respondents, the North Inlet-Winyah Bay NERR posted an announcement at the top of its website homepage.

Through these efforts, Responsive Management obtained 154 completed surveys of coastal decision-makers in Georgetown and Horry Counties. The survey was conducted in February and March 2021.

A screenshot of the NERR website is shown below, and an example of the initial email request to take the survey is shown on the following page.

Screenshot of the North Inlet-Winyah Bay NERR Website



Outgoing Email to Coastal Decision-Makers



Coastal Training Survey

Training Needs Assessment of
Coastal Decision Makers

Dear [Contact Name],

The [North Inlet-Winyah Bay National Estuarine Research Reserve \(NI-WB NERR\)](#) would like your feedback. The NI-WB NERR Coastal Training Program is conducting a study of individuals who are involved in coastal resource management or coastal decision-making in a professional or volunteer capacity. This can include individuals who are in a position that must make decisions related to, or otherwise be aware of, coastal resource issues and how their work or efforts relate to these issues. We believe you may serve in such a position that must consider coastal issues or make decisions related to the coastal environment in South Carolina.

(Please note that coastal decision-making responsibilities can include those who may not think of themselves as being involved in coastal issues but who still must make decisions based on our coastal environment, for example, ensuring that development, design, or maintenance meets coastal standards and codes or protects coastal habitat.)

[Click Here to Start the Survey](#)

As someone who has participated in coastal training, you may have unique insights into how to best develop future programs. We would greatly appreciate your input.

You are one of only a small number of individuals involved in coastal decision-making chosen to participate in this study. To ensure that results truly represent the needs of coastal decision makers, it is important that we hear from you. Your answers will be kept completely confidential and will not be associated with your name or business in any way.

The North Inlet-Winyah Bay NERR and the University of South Carolina have contracted [Responsive Management](#), an independent research firm that specializes in natural resource and fish and wildlife issues, to conduct this study. If you need technical assistance with the survey, please contact Responsive Management via email at research@responsivemanagement.com.

Questions about the survey should be directed to Maeve Snyder at msnyder@baruch.sc.edu.

If you know anyone who plays a role in considering coastal issues or making decisions related to the coastal environment in Horry or Georgetown County in South Carolina who would be interested in participating in this study, please feel free to forward this email and the survey link below to them. This link can be used multiple times and by multiple people.

<https://survey.alchemer.com/s3/6185128/SC-CTP>

The survey should take about 12 to 15 minutes to complete. Please complete the survey by February 28.

Thank you for your time and willingness to participate.

Amanda Center
Research Associate
Responsive Management
amandacenter@responsivemanagement.com

DATA ANALYSIS

After the online surveys were obtained, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness. The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. Although demographic data were collected by the survey, results were not weighted because the sample was a closed dataset.

On questions that asked respondents to provide a number (e.g., number of years in the respondent's current position), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

SAMPLING ERROR

Throughout this report, findings of the survey are reported at a 95% confidence interval. For the sample of coastal decision-makers in Georgetown and Horry Counties, the sampling error is at most plus or minus 7.45 percentage points. The sampling error was calculated using the formula described below, with a sample size of 154 and a population size of 1,404 coastal decision-makers in Georgetown and Horry Counties.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)

N_p = pop. size (i.e., total number who could be surveyed)

N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the *maximum* sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Single response questions: Some questions allow only a single response.
- Multiple response questions: Other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Closed-ended questions have an answer set from which to choose.
- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Scaled questions: Some closed-ended questions (but not all) are in a scale, such as high, medium, or low priority.
- Series questions: Some questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of

the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

DEMOGRAPHIC ANALYSIS GRAPHS

For certain questions, the analysts produced special graphs that have many demographic characteristics on a single graph, as shown in the example on the following page. These demographic analysis graphs show how various groups responded to a given question. The example shows the percentage of each group who say that coastal decision-making responsibilities are a high priority in their position.

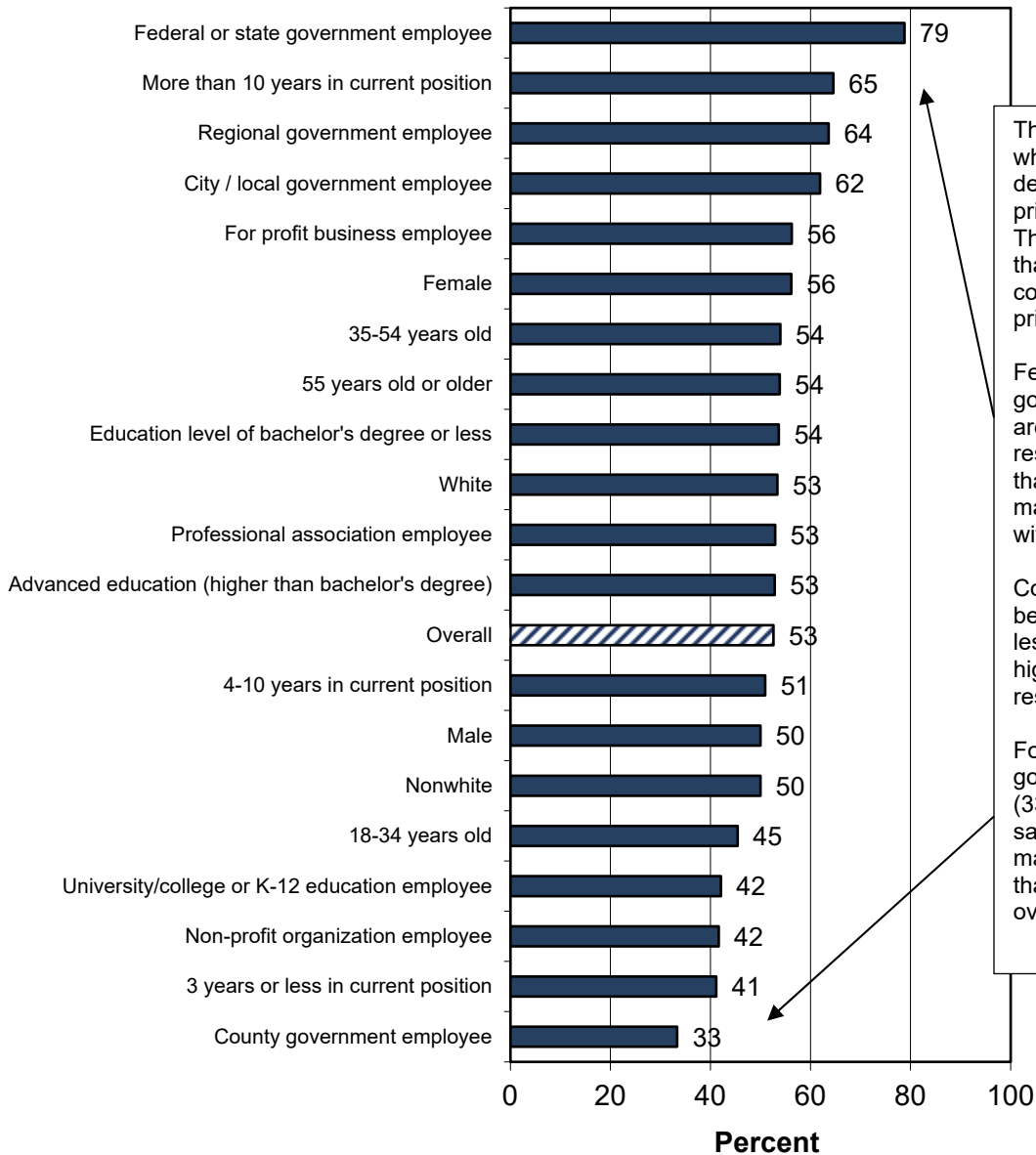
Overall, 53% of respondents say coastal decision-making responsibilities are a high priority, as shown by the patterned bar. Those groups above the patterned bar have a higher rate saying this, compared to respondents overall. For instance, the demographic graph shows that 79% of federal or state government employees consider coastal decision-making to be a high priority, substantially above the overall rate. (This means that 21% of federal or state government employees do not consider it a high priority.)

On the other hand, among county government employees, only 33% say that coastal decision-making responsibilities are a high priority for them, the lowest rate among the groups.

When one group is above the overall bar, its counterpart or one of its counterparts will be below the overall bar. For instance, females in this example are above the overall bar, and males are below the overall bar. However, note that this may not always be the case, if a response option is not reflected in the demographic graph (in particular, “do not know” and “prefer not to say” responses are typically omitted in demographic calculations).

Finally, if a group is close to the overall bar (like those with an advanced education in this example), then the group should not be considered markedly different from respondents overall. A rule of thumb is that the difference should be at least 5 percentage points for the difference to be noteworthy.

Percent of each of the following groups who say that coastal decision-making responsibilities are a high priority in their position:



This graph looks at those who say that coastal decision-making is a high priority in their position. The striped bar shows that 53% of respondents consider this a high priority.

Federal or state government employees are much more likely than respondents overall to say that coastal decision-making is a high priority, with 79% who do so.

Conversely, those groups below the striped bar are less likely to say this is a high priority than are respondents overall.

For instance, county government employees (33%) are less likely to say coastal decision-making is a high priority than are respondents overall.

The tabulation below shows the characteristics that were included in these demographic graphs. The shaded cells are response options that were not included.

Variable	Characteristic
Gender	Male
	Female
	Other / prefer to self-describe / did not reply
Age	18-34 years old
	35-54 years old
	55 years old or older
	Did not reply
Race/ethnicity	White
	Nonwhite
	Do not know / prefer not to say / did not reply
Education	Education level of bachelor's degree or less
	Advanced education (higher than bachelor's degree)
	Do not know / prefer not to say / did not reply
Years in current position	3 years or less in current position
	4-10 years in current position
	More than 10 years in current position
	Did not reply
Agency or organization	Federal or state government employee
	Regional government employee
	County government employee
	City / local government employee
	Non-profit organization employee
	For profit business employee
	University/college or K-12 education employee
	Professional association employee
	Employee of other agency or organization

Because there were few federal government employees in the sample, that group has been combined with state government employees. Likewise, the few K-12 education employees have been combined with university/college employees. Finally, note that only 14 respondents identified as nonwhite (9% of the sample); for this reason, the nonwhite group tends to fluctuate on the demographic analysis graphs more than the larger groups.

CROSSTABULATIONS

To assist the North Inlet-Winyah Bay NERR with more specifically identifying and targeting groups that need or want coastal training, several crosstabulations were run on the survey results (in addition to the demographic analysis graphs discussed above). These crosstabulations include:

- **Coastal training participants.** These graphs are a binary comparison of those who have ever taken the NERR's Coastal Training Program and those who have not.
- **County.** These graphs show comparisons between those who work in a coastal decision-making position within or for Georgetown County, Horry County, both counties, and neither county.
- **Position of respondent.** The groups compared in these crosstabulations include elected officials, appointed officials, agency staff, private business employees, and non-profit organization employees.

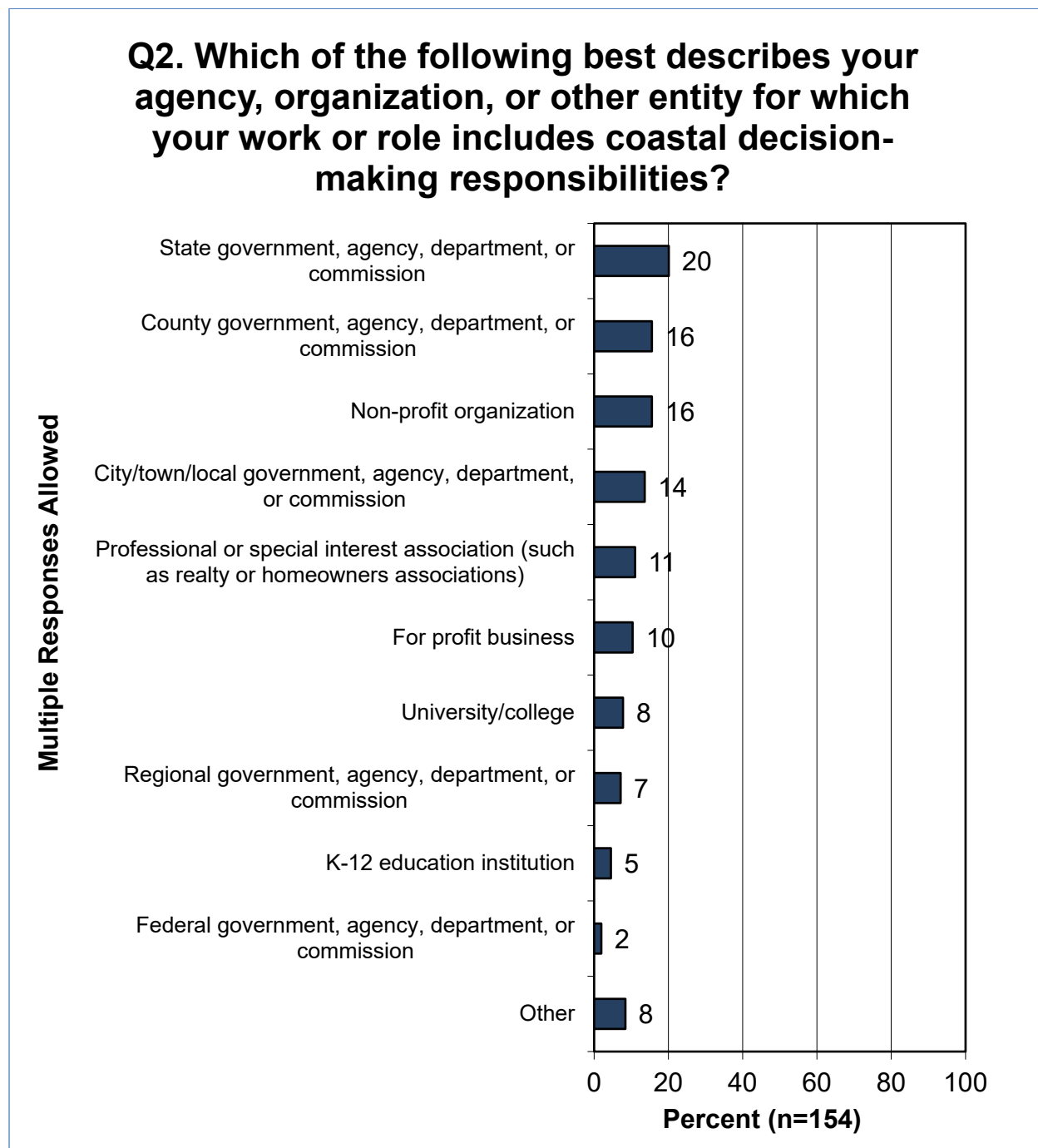
Throughout this report, results will be shown in the following order, where applicable:

1. Overall results
2. Coastal training participants (2-bar graphs)
3. County (4-bar graphs)
4. Position of respondent (5-bar graphs)
5. Demographic analysis graph (for selected questions)

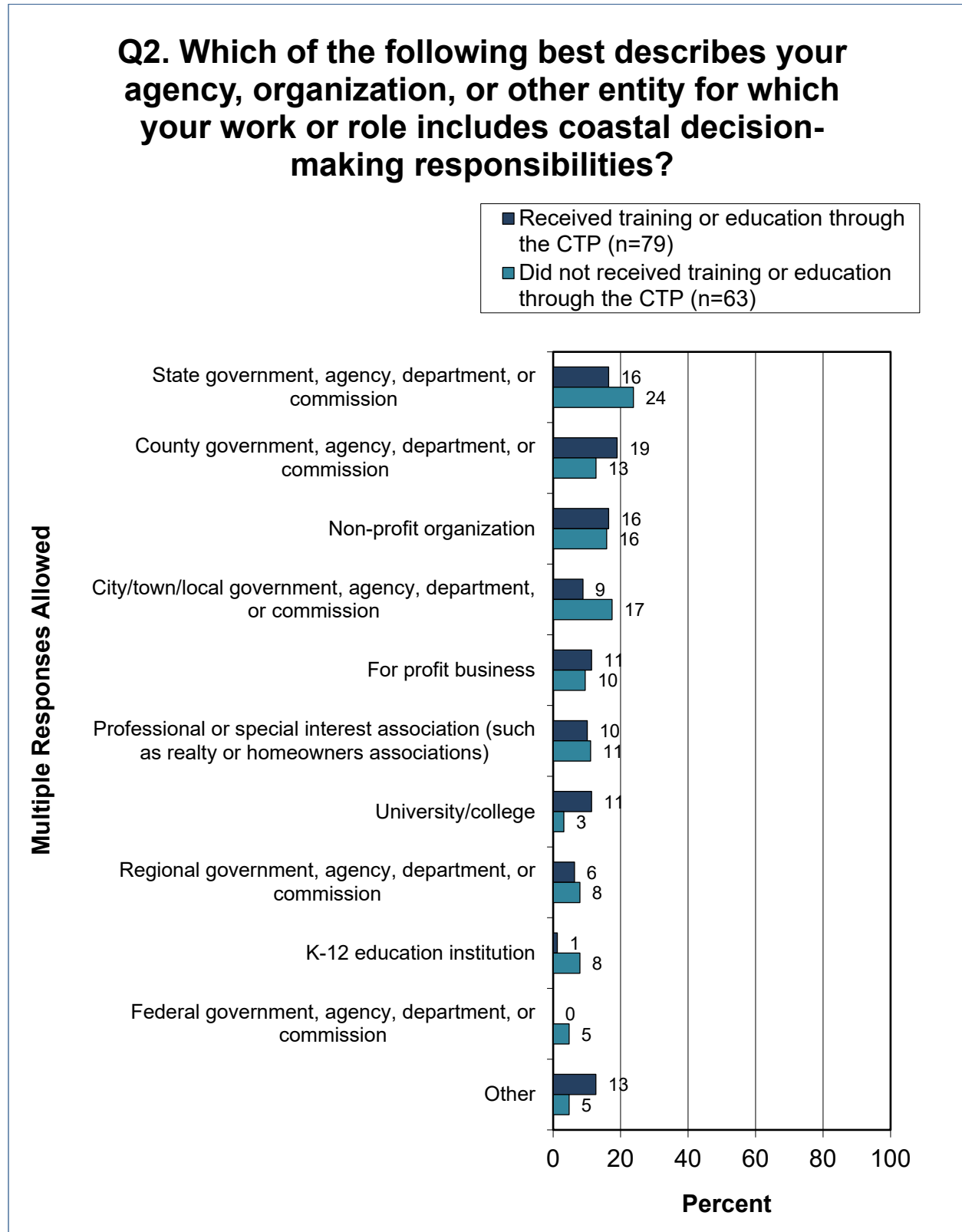
A subset of notable crosstabulation results is included in this summary document.

CURRENT POSITION

The agencies and organizations of survey respondents are shown below. State government agencies, county agencies, non-profit organizations, and city or local agencies are the entities most frequently represented in the sample.

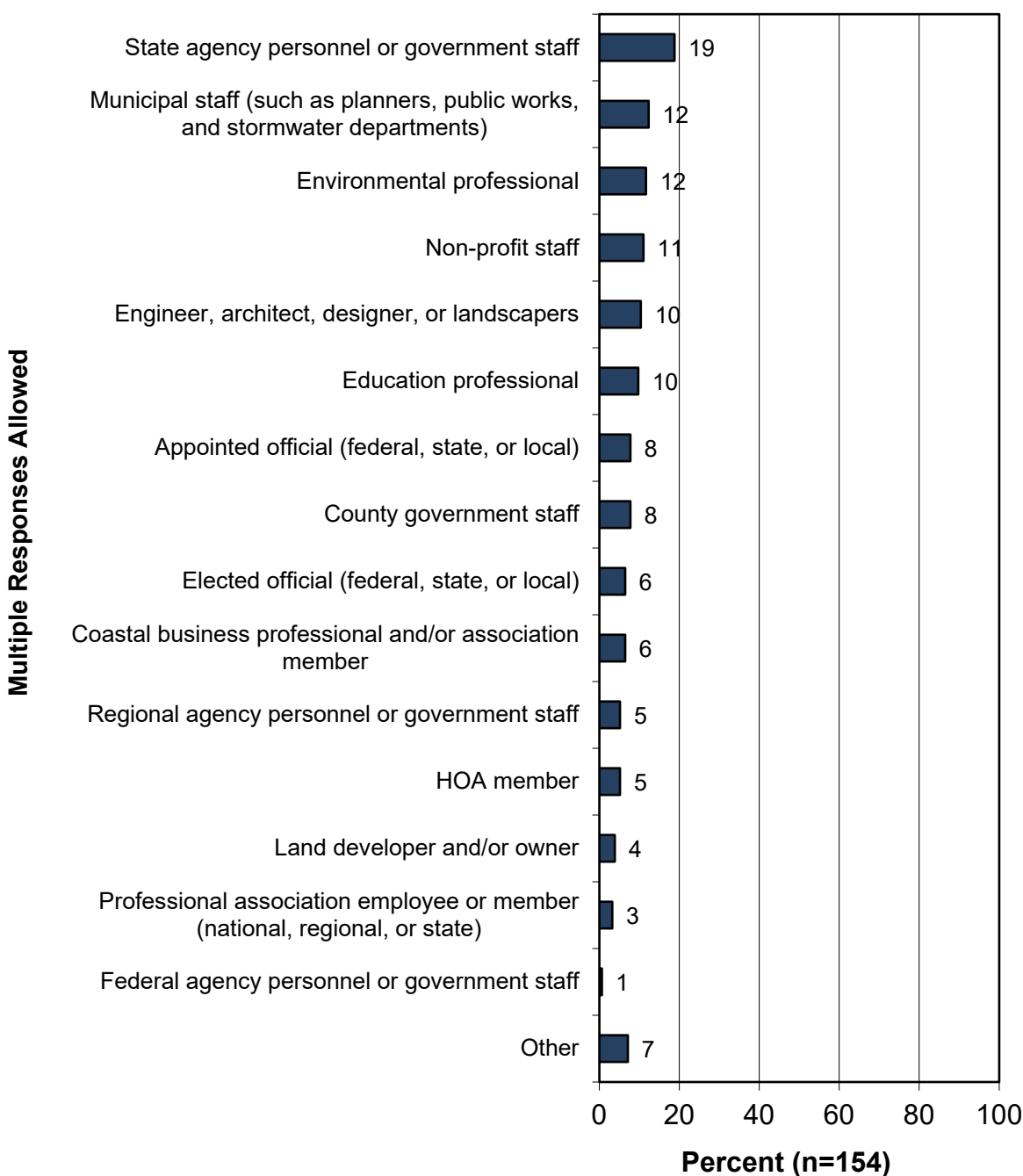


Sectors with the highest percentages who have *not* received training through the CTP are state governments or agencies, city or local governments, and non-profit organizations.



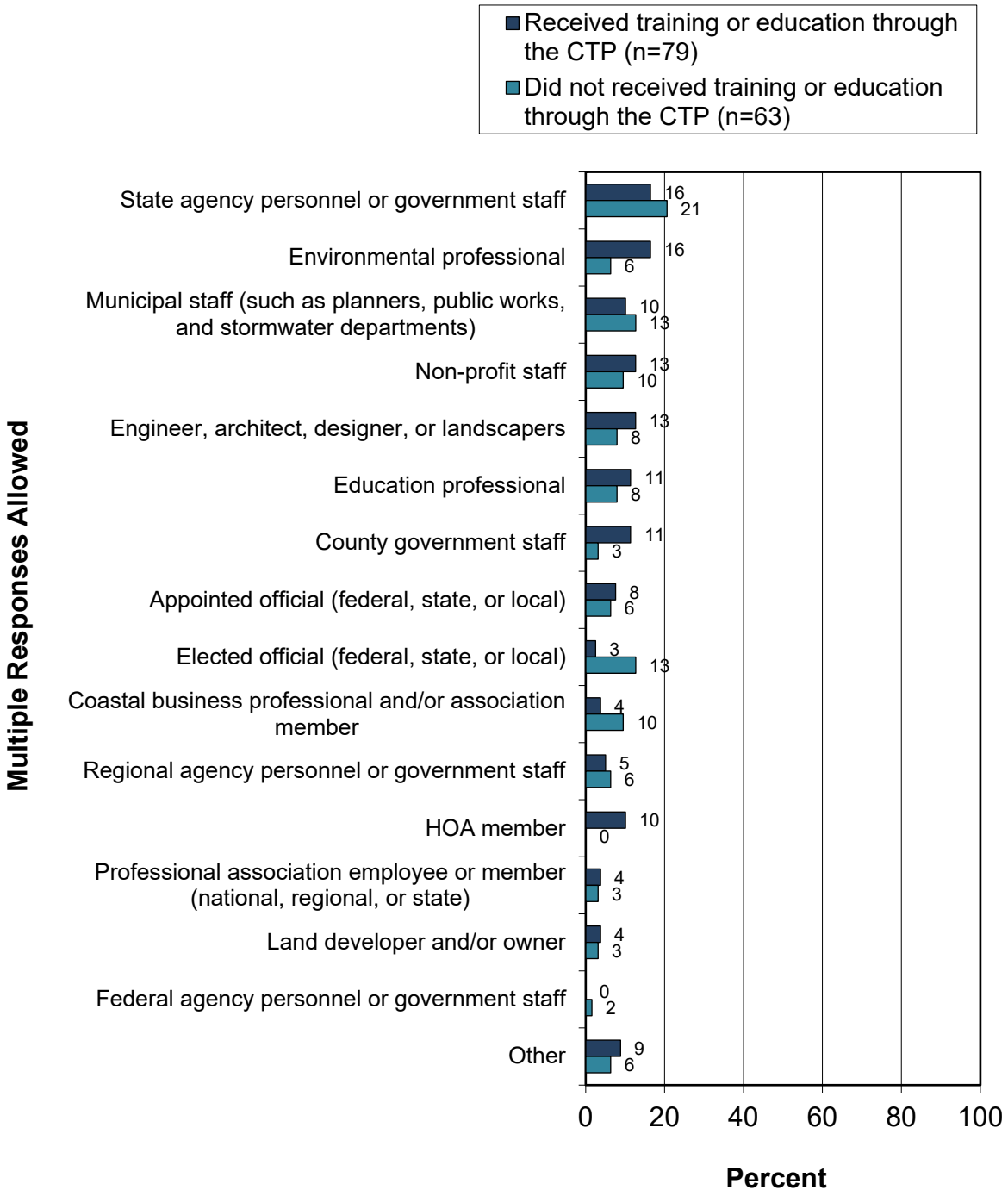
State agency personnel or government staff is the most common occupation among the survey sample (19% stated this), although there is a fairly even distribution among the professions, as shown below.

Q3. Which of the following best describes your occupation within that agency, organization, or entity?

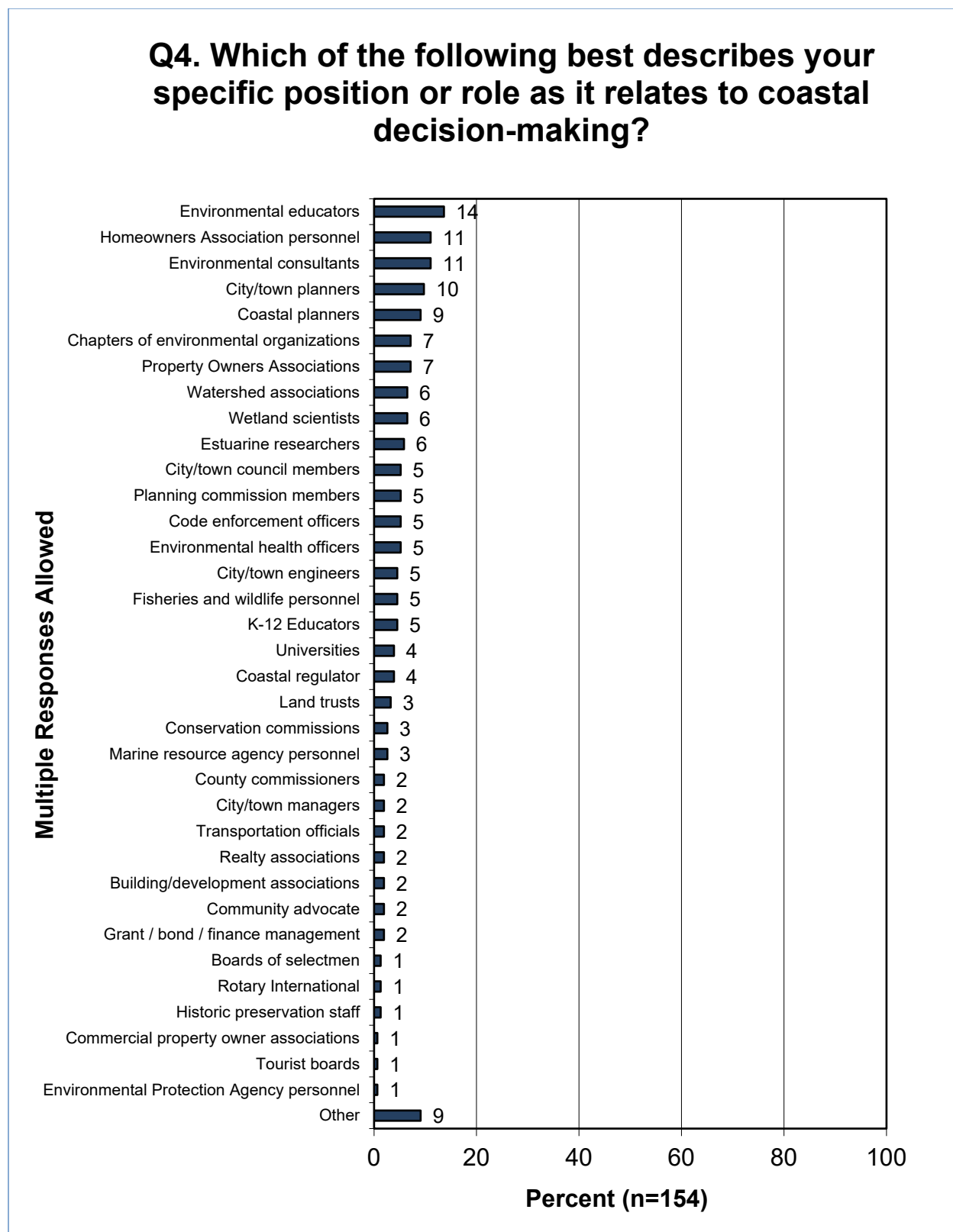


Coastal decision-maker positions with the highest percentages who have *not* received training through the CTP are state government staff, municipal staff, and elected officials.

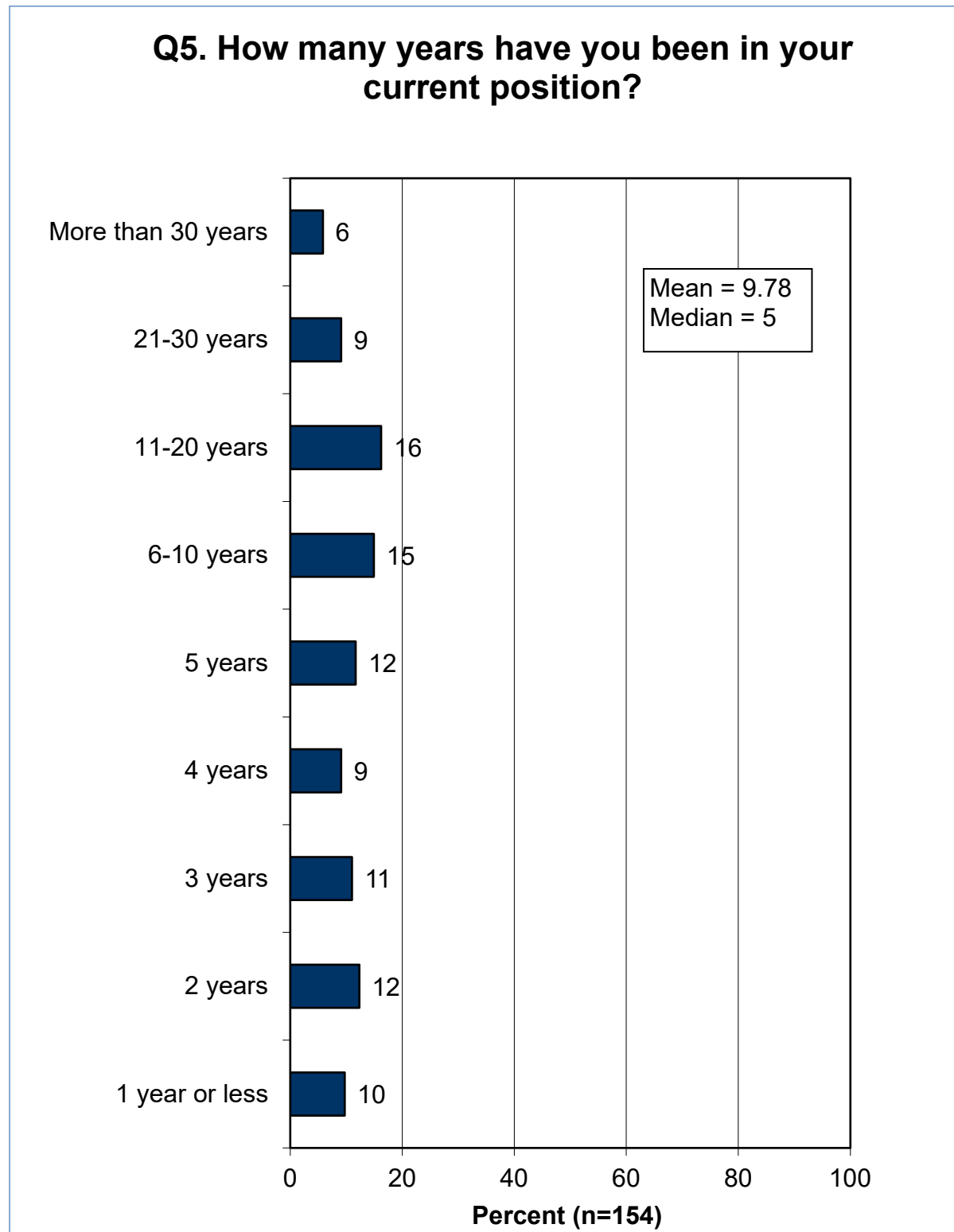
Q3. Which of the following best describes your occupation within that agency, organization, or entity?



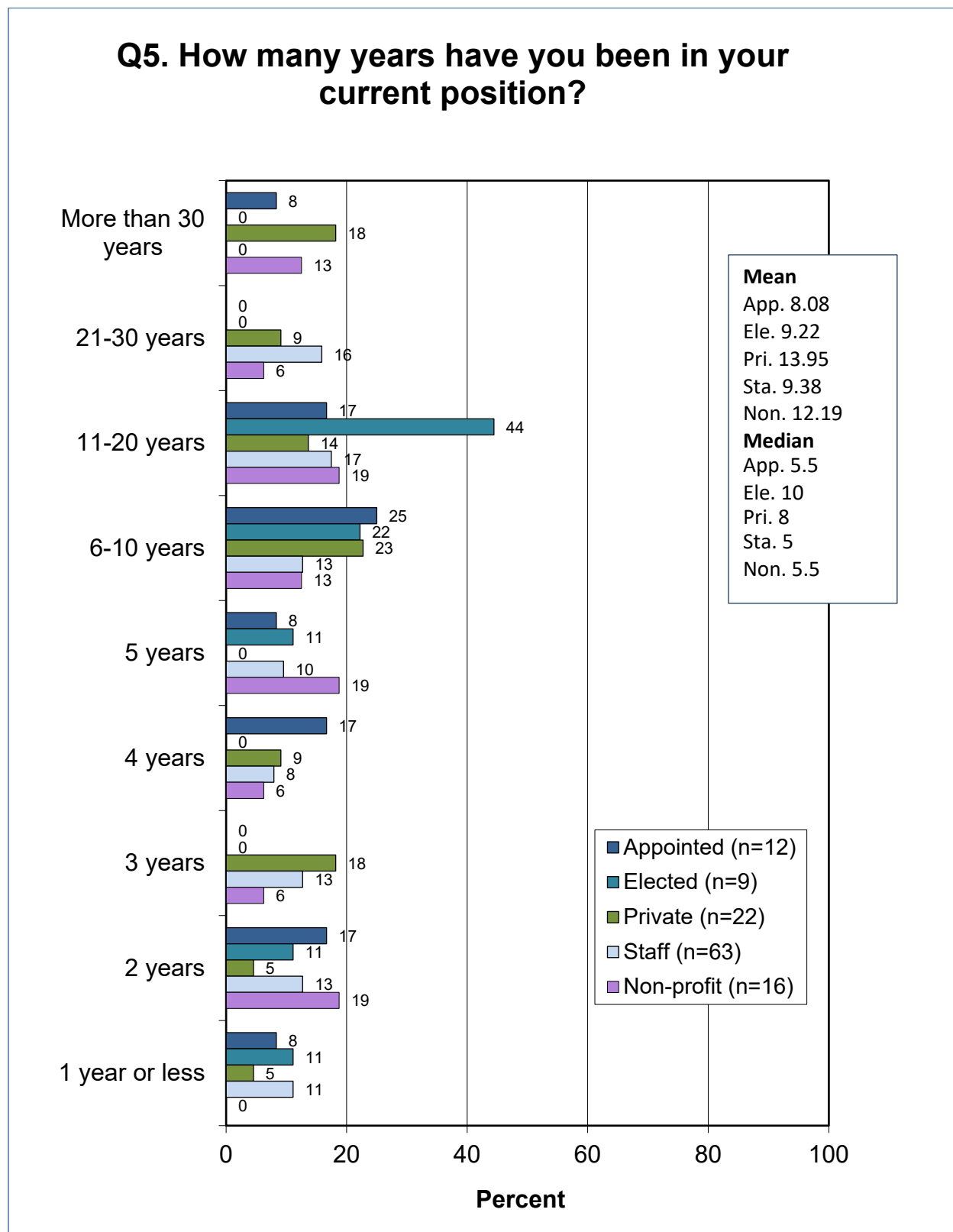
Looking into the occupations of survey respondents more closely, the most frequent specific positions or roles of coastal decision-makers, each named by 10% or more of respondents, are environmental educators, Homeowners Association personnel, environmental consultants, and city planners. The full list is shown.



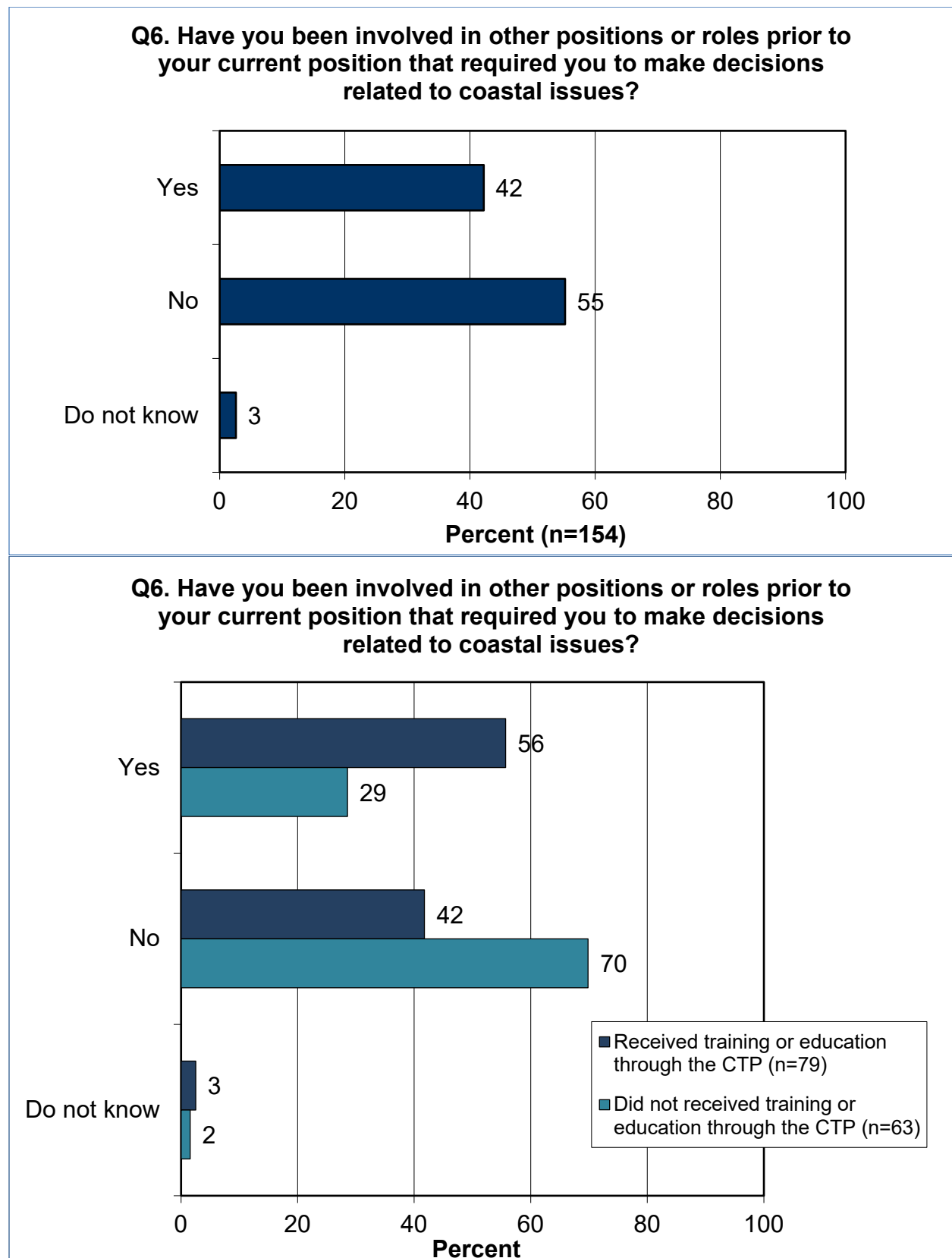
Coastal decision-makers have been in their current position for a median of 5 years. Nearly half (42%) have worked in coastal issues prior to their current position; this group has a total median of 16 years in coastal decision-making. When combining those groups (those who have prior experience in coastal work plus those who have not), survey respondents have worked in coastal decision-making for a median of 9 years overall.



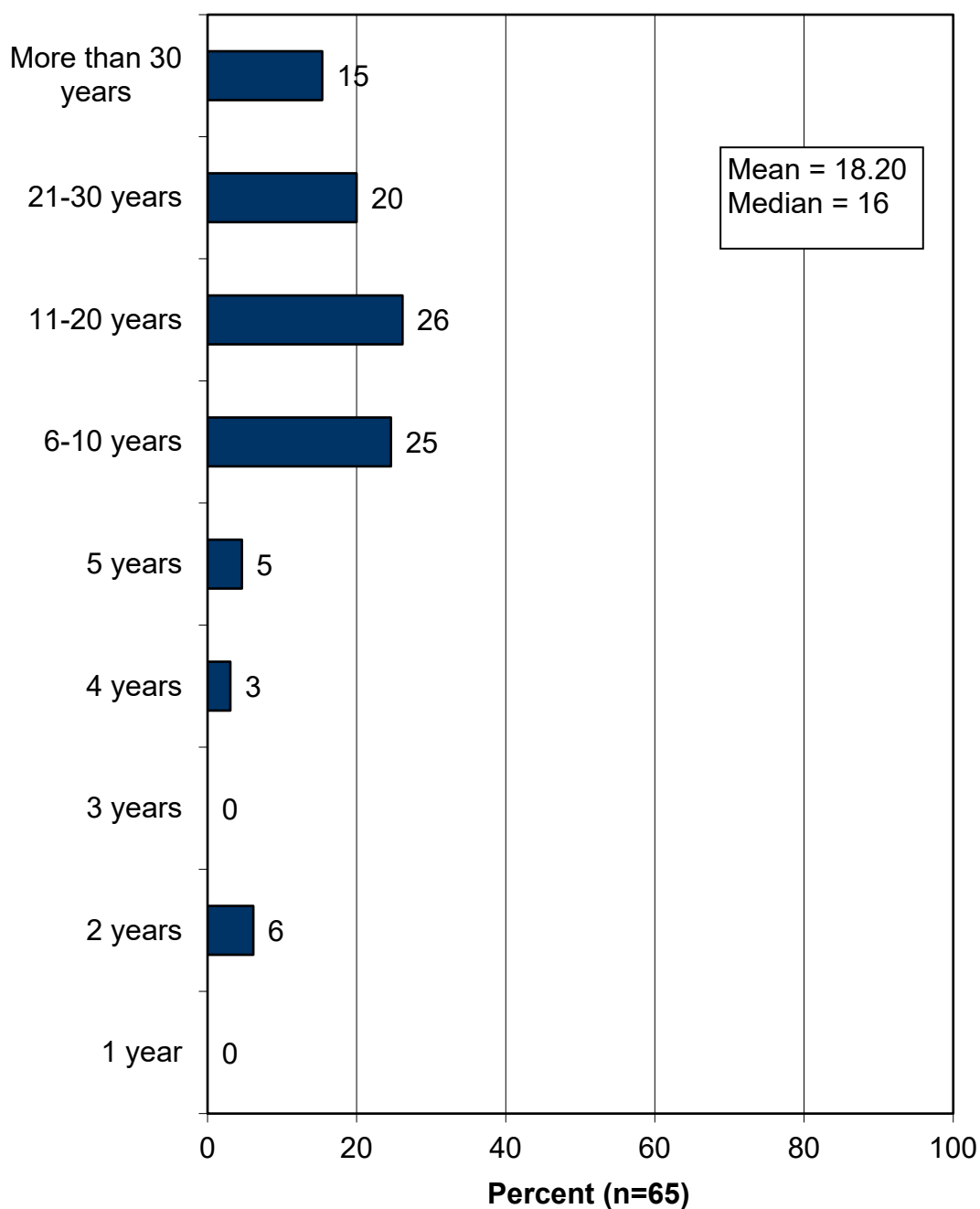
The coastal decision-makers with the most experience in their current roles are private business employees and elected officials.



Just under half of coastal decision-makers (42%) have been involved in one or more previous positions related to coastal issues. The crosstabulation shows that this group is nearly twice as likely to have received training through the CTP as those without prior experience.

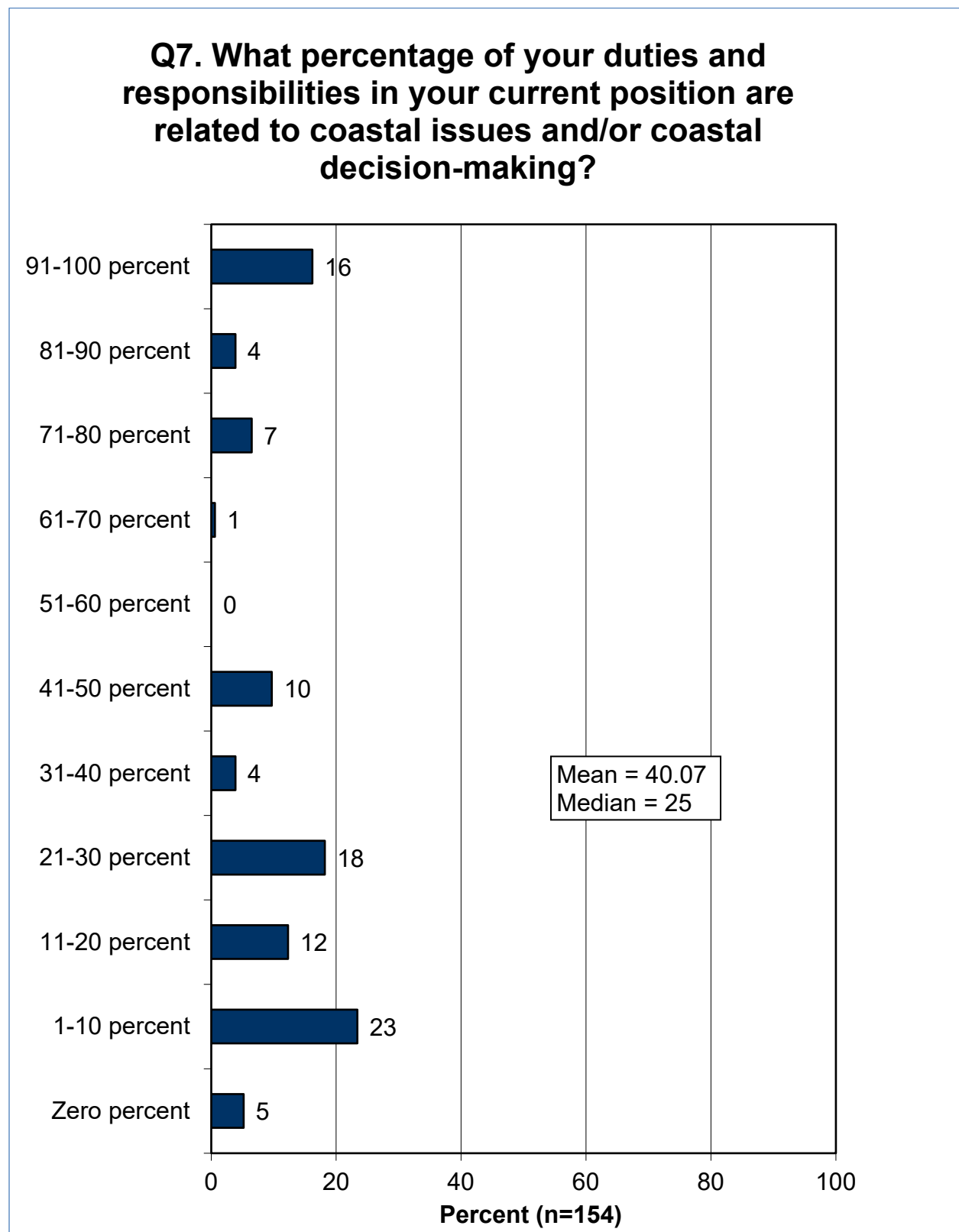


Q6b. If yes, how many years total have you been involved in coastal decision-making? (Asked of those who had one or more previous positions that required coastal decision-making.)



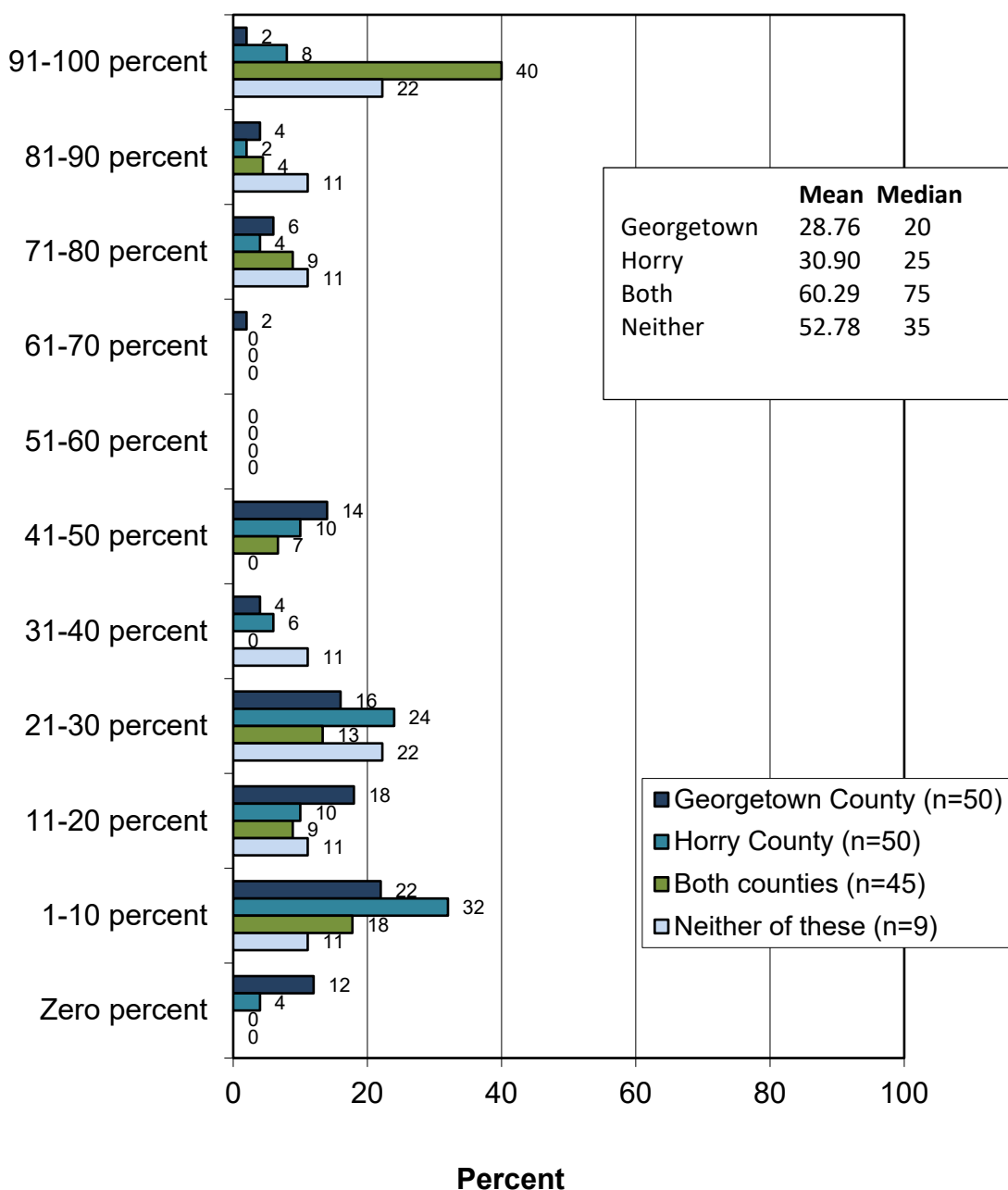
COASTAL DECISION-MAKING

Coastal decision-makers spend a mean of 40% and a median of 25% of their time directly on coastal issues or decision-making.

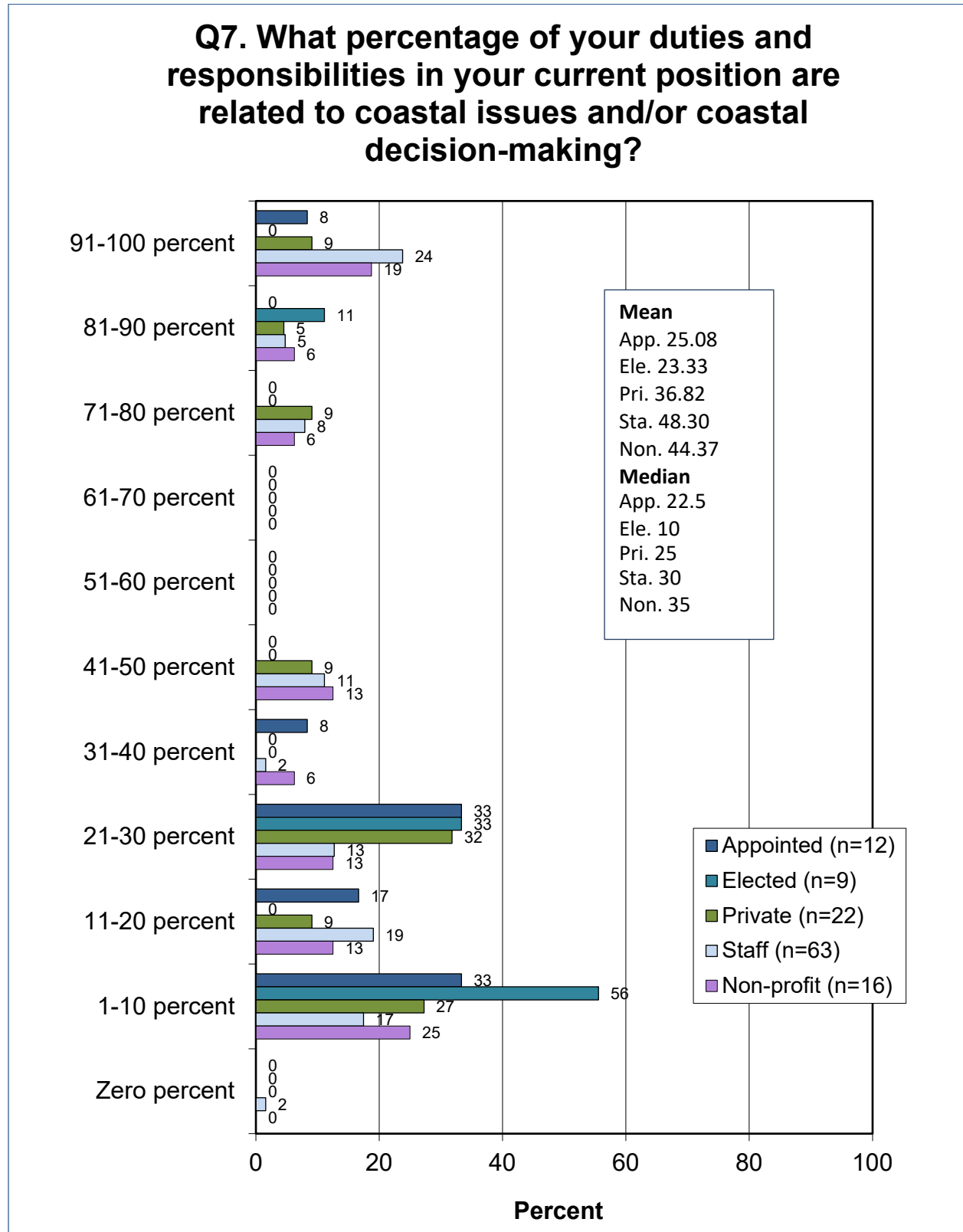


Decision-makers involved with both counties spend a majority of their time on coastal issues; the median amount of time is 75%. Meanwhile, those who do not have responsibilities for either county spend more time on coastal decision-making than those solely responsible for either one of the counties.

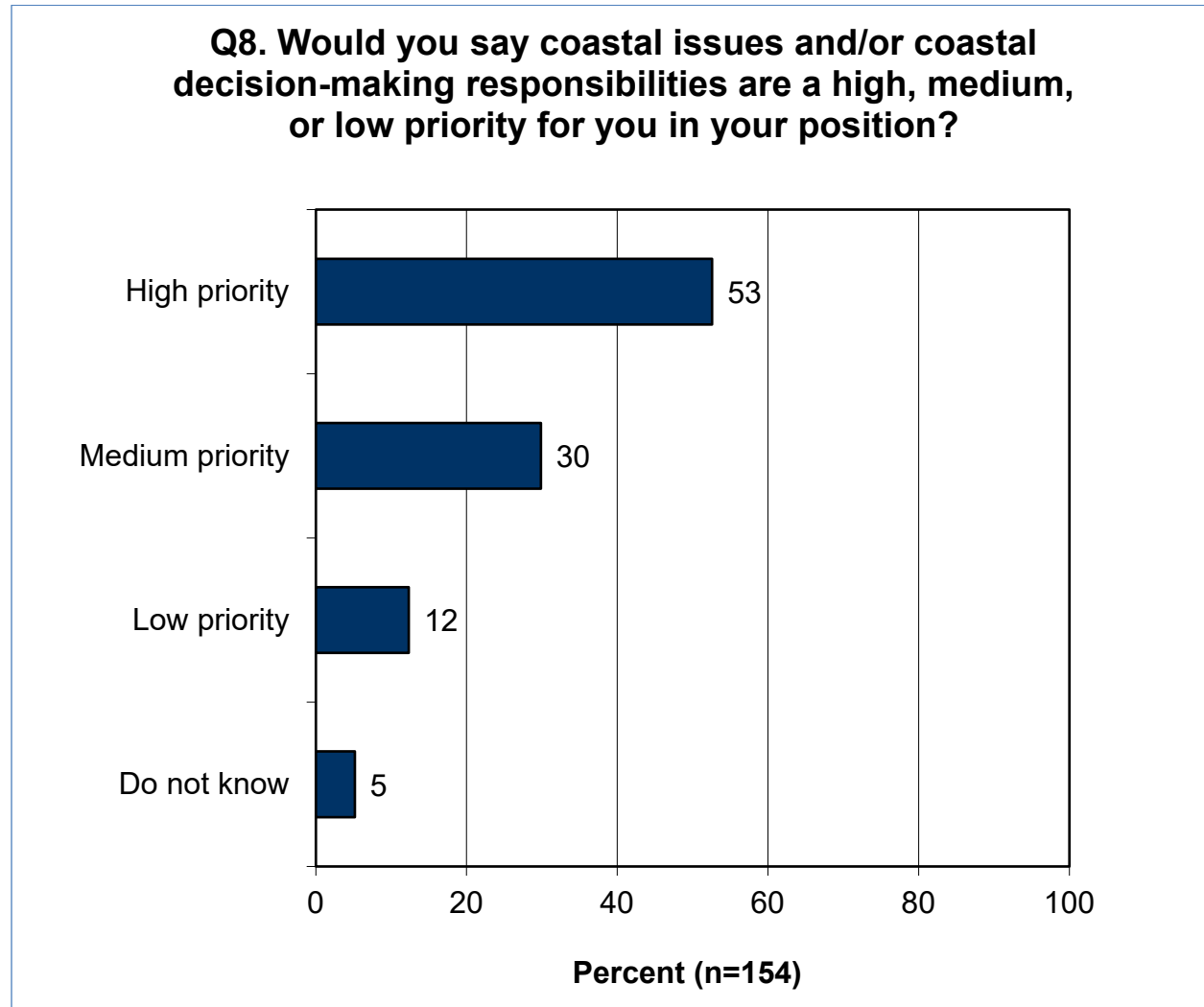
Q7. What percentage of your duties and responsibilities in your current position are related to coastal issues and/or coastal decision-making?



Government or agency staff and non-profit personnel spend a greater percentage of their time on coastal decision-making, compared to the other positions.

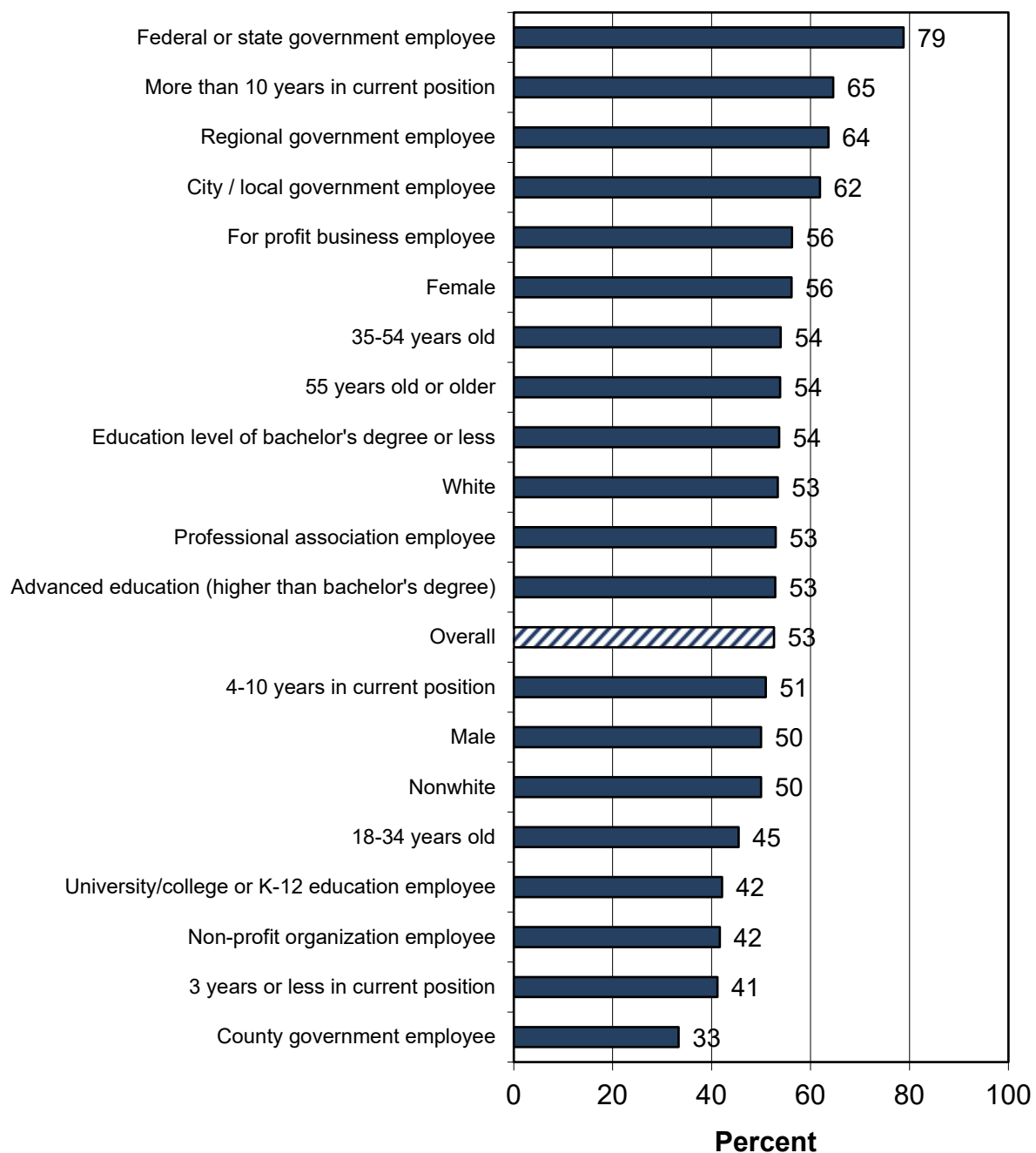


Over half of coastal decision-makers (53%) say that coastal issues are a *high* priority in their position. Meanwhile, 30% say they are a *medium* priority and 12% say they are a *low* priority.



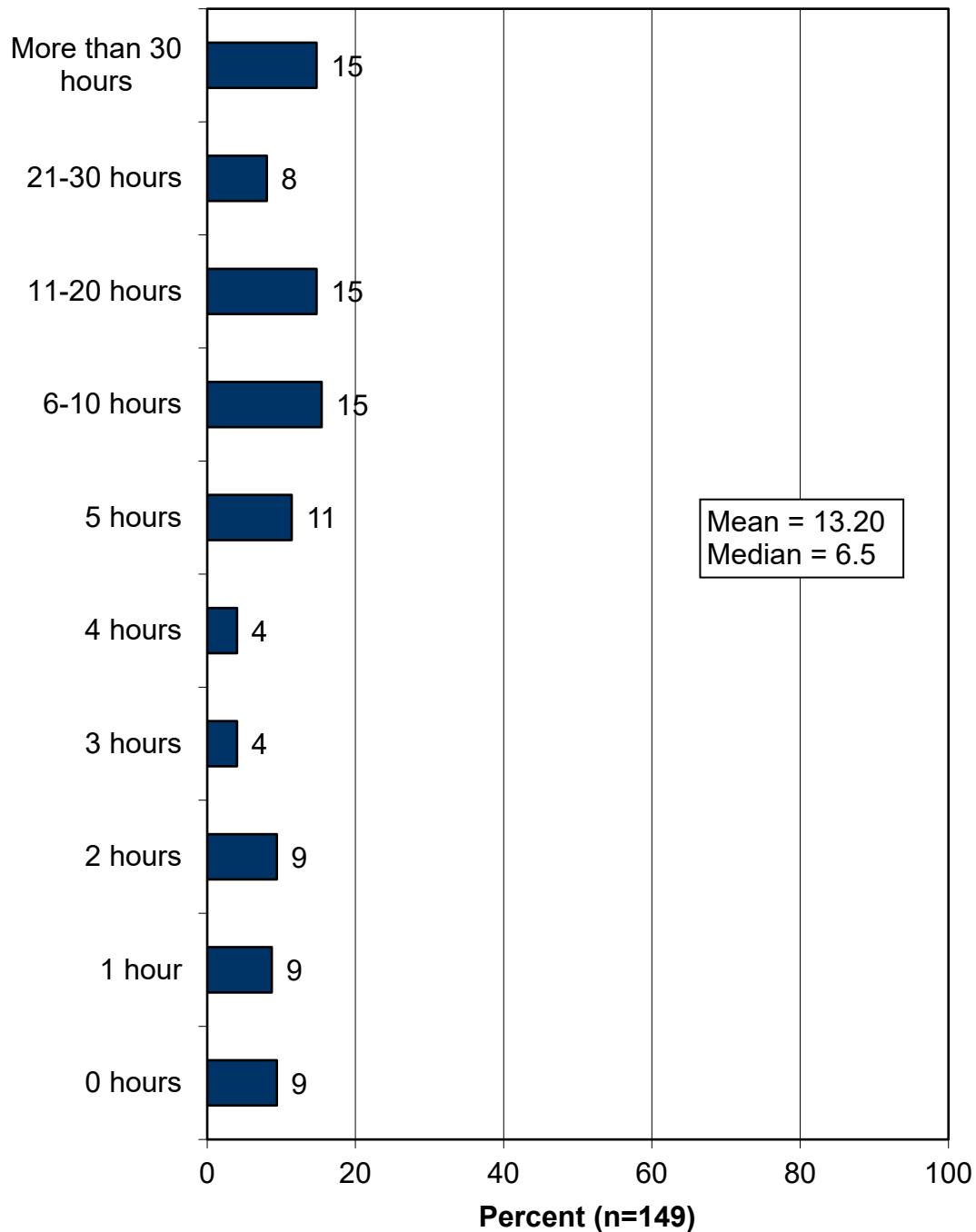
The demographic analysis graph shows that the groups most likely to say coastal issues and coastal decision-making are a *high* priority are federal or state government employees, those who worked more than 10 years in their current position, regional government employees, and city or local government employees.

Percent of each of the following groups who say that coastal decision-making responsibilities are a high priority in their position:



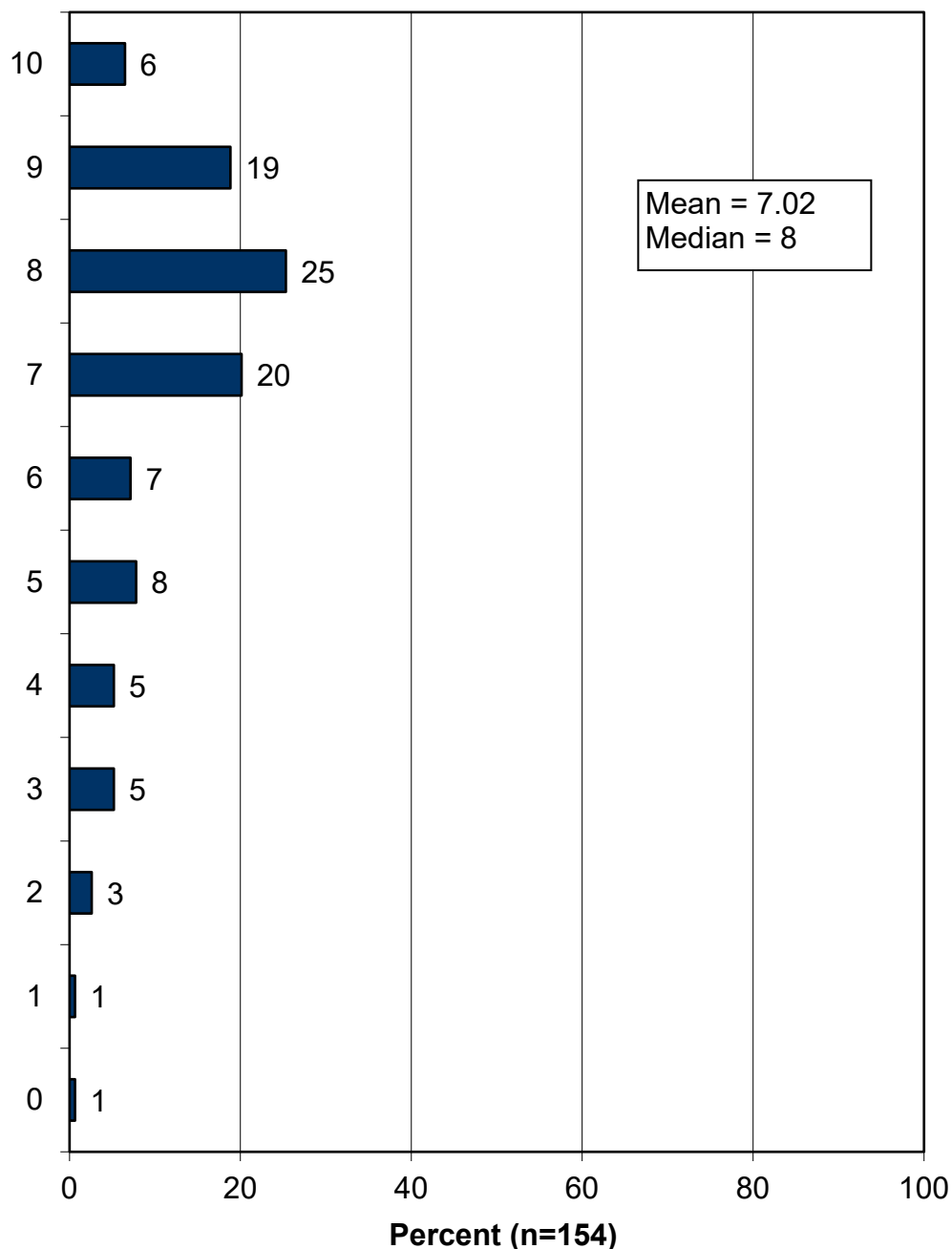
Coastal decision-makers spend a mean of 13.20 hours and a median of 6.5 hours per week addressing coastal issues.

Q9. On average, how many hours per week do you spend addressing coastal issues and/or making coastal-related decisions?



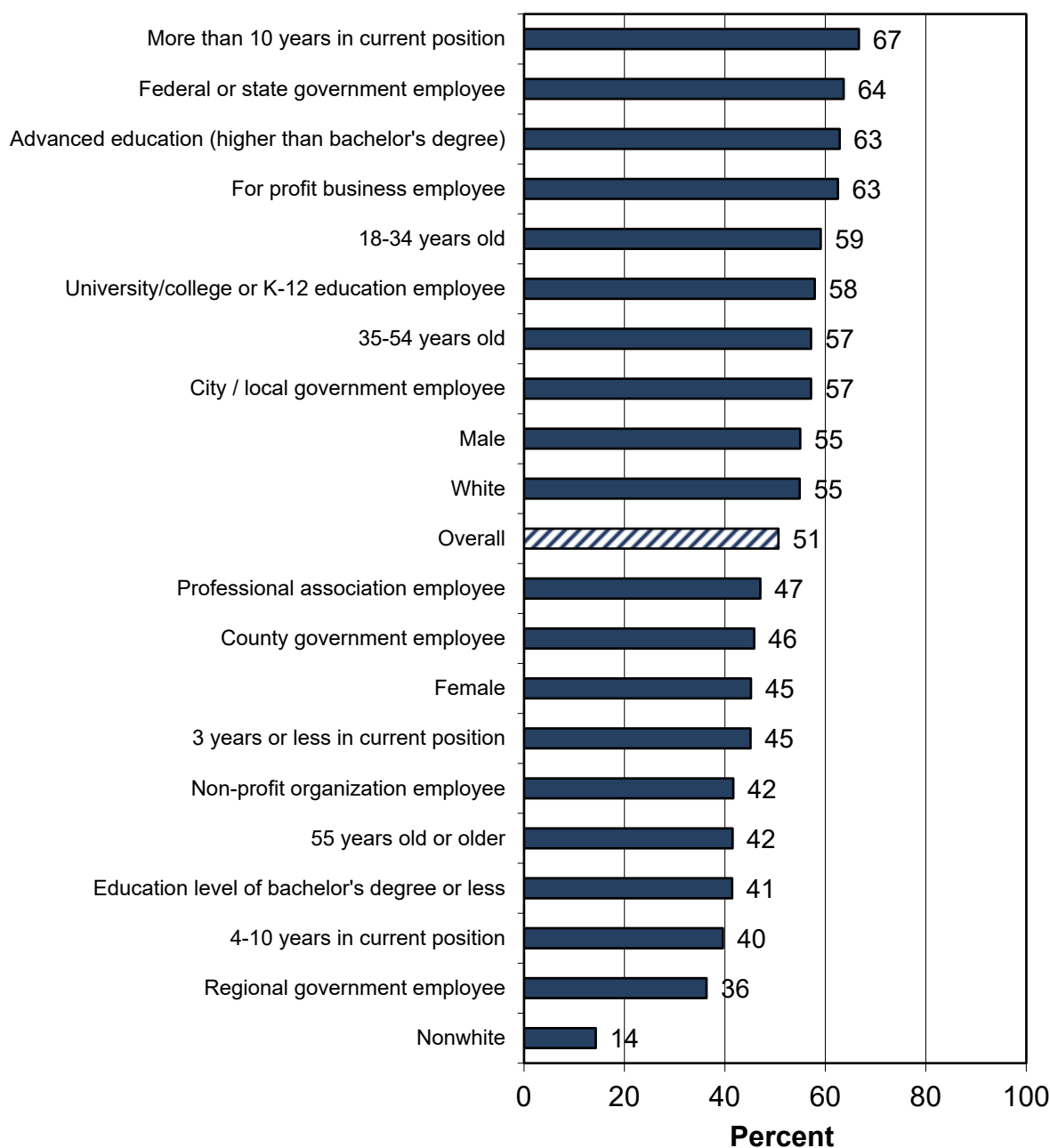
In self-evaluating their awareness of coastal environmental issues, on a 0 to 10 scale, coastal decision-makers gave a mean rating of 7.02 and a median rating of 8.

Q10. How well informed do you consider yourself about coastal environmental issues, on a scale of 0 to 10, where 0 is not at all informed and 10 is extremely well informed?



The groups most likely to rate themselves as very well informed on coastal environmental issues (i.e., rated their awareness as 8 or higher out of 10) are those with more than 10 years in their current position, federal or state government employees, those with an education level higher than a bachelor's degree, and private (for profit) business employees.

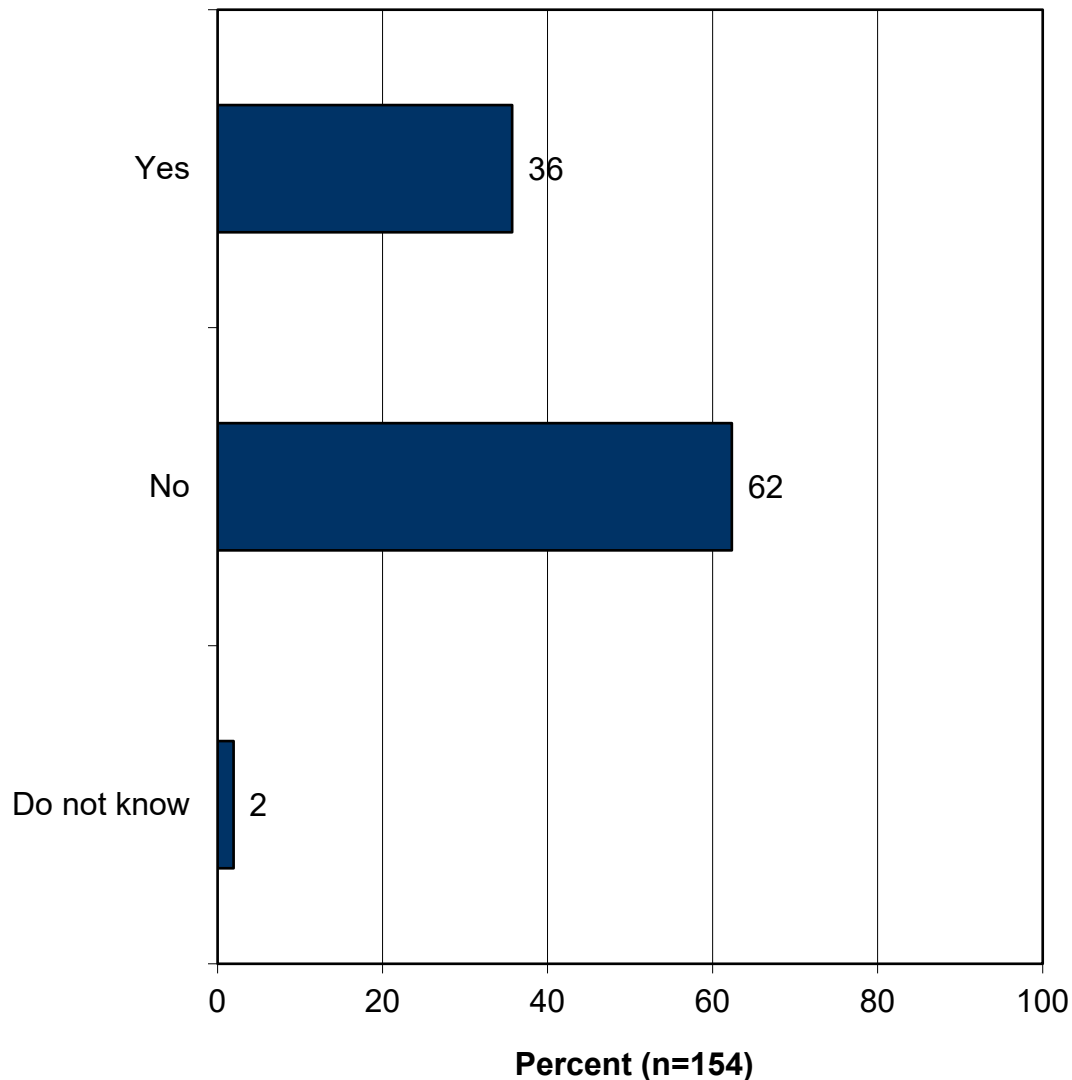
Percent of each of the following groups who consider themselves to be very well informed on coastal environmental issues (i.e., rated their awareness 8 or higher out of 10):



CONTINUING EDUCATION

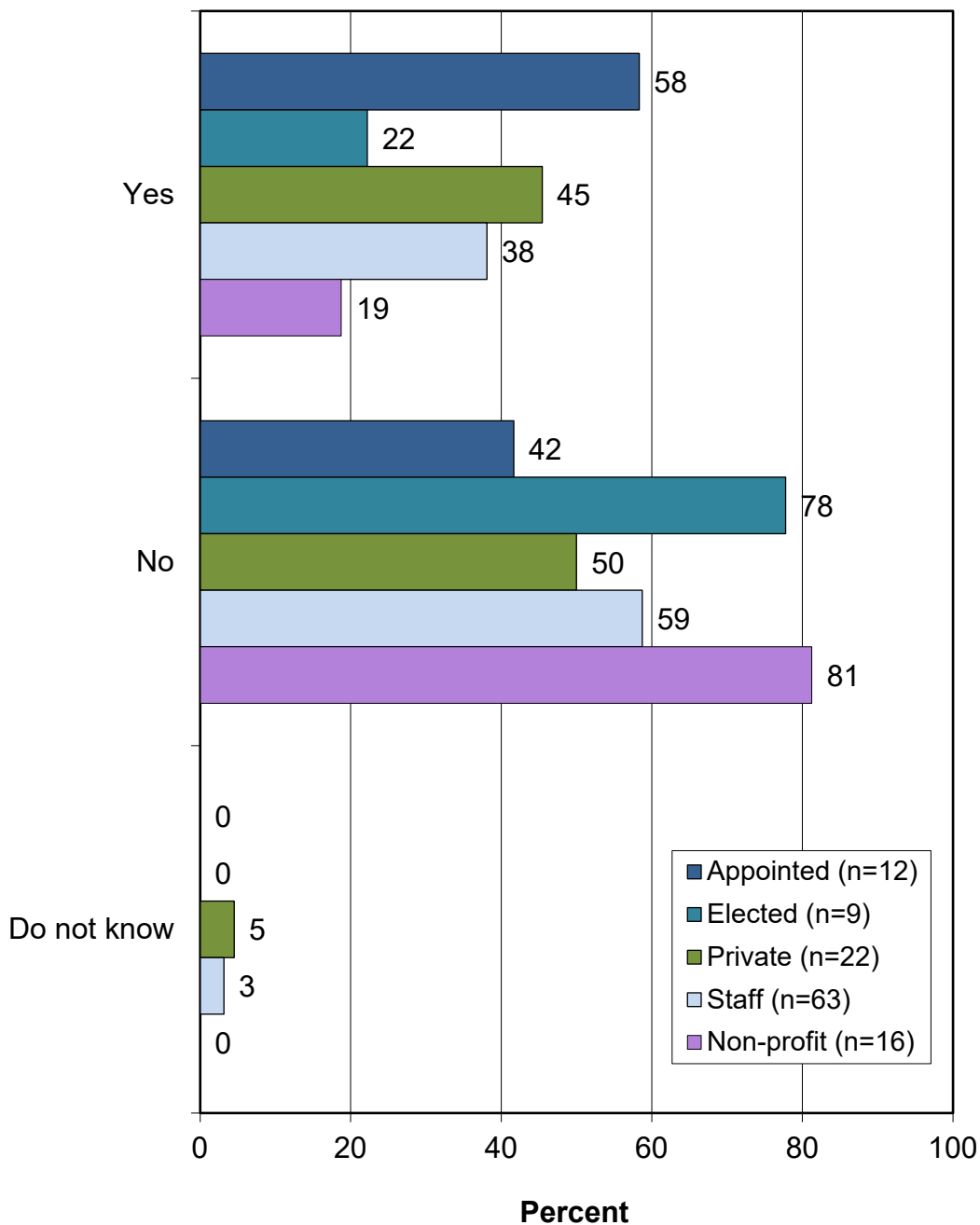
Over a third of coastal decision-makers (36%) say that their current position mandates some type of continuing education requirement. Among that group, a majority (60%) have their requirement in the form of Continuing Education Units (CEUs).

Q11. Does your position require that you receive any type of continuing education requirements?



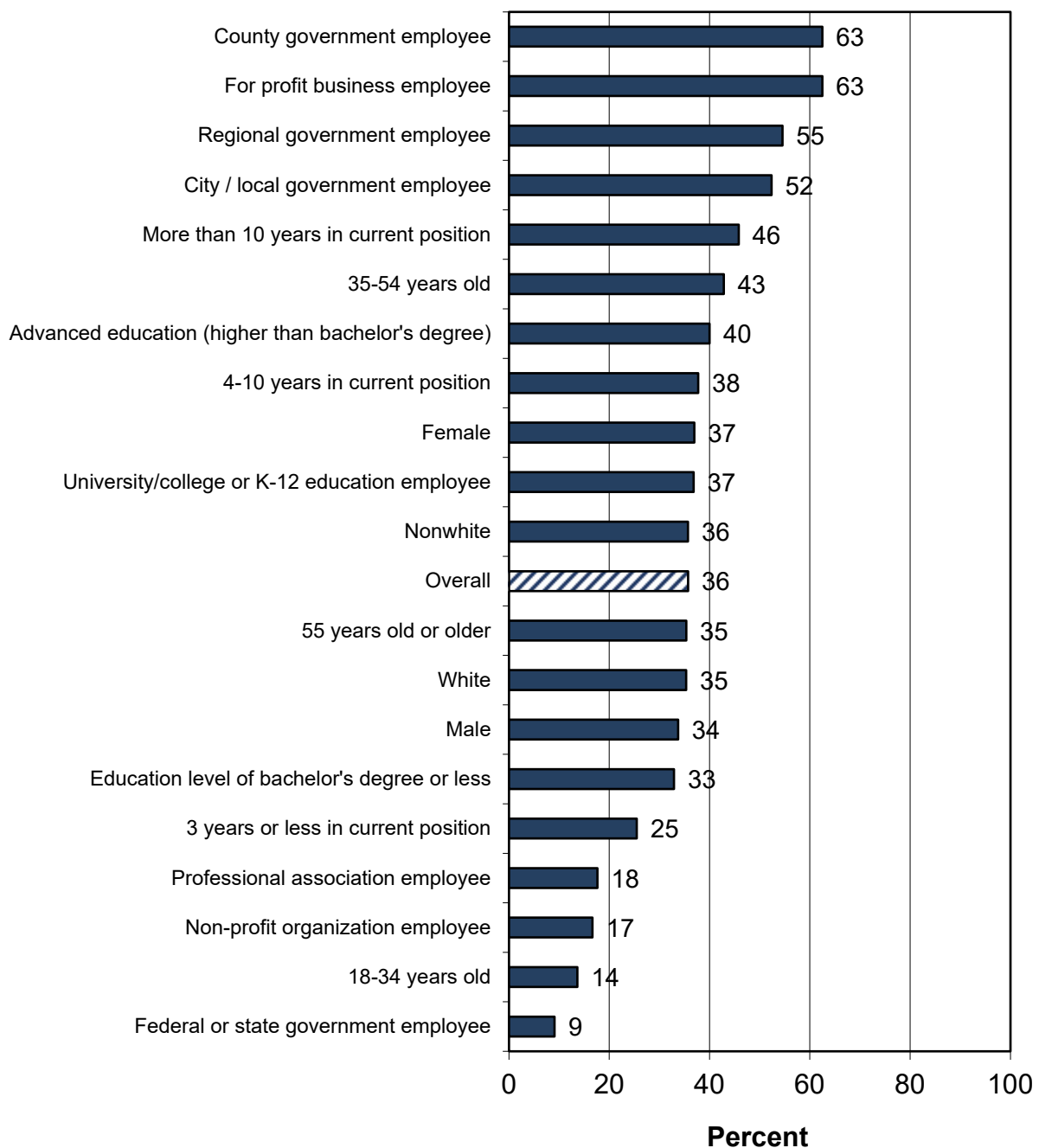
A majority of appointed officials (58%) have continuing education requirements; this is followed by private business employees (45%) and government or agency staff (38%).

Q11. Does your position require that you receive any type of continuing education requirements?

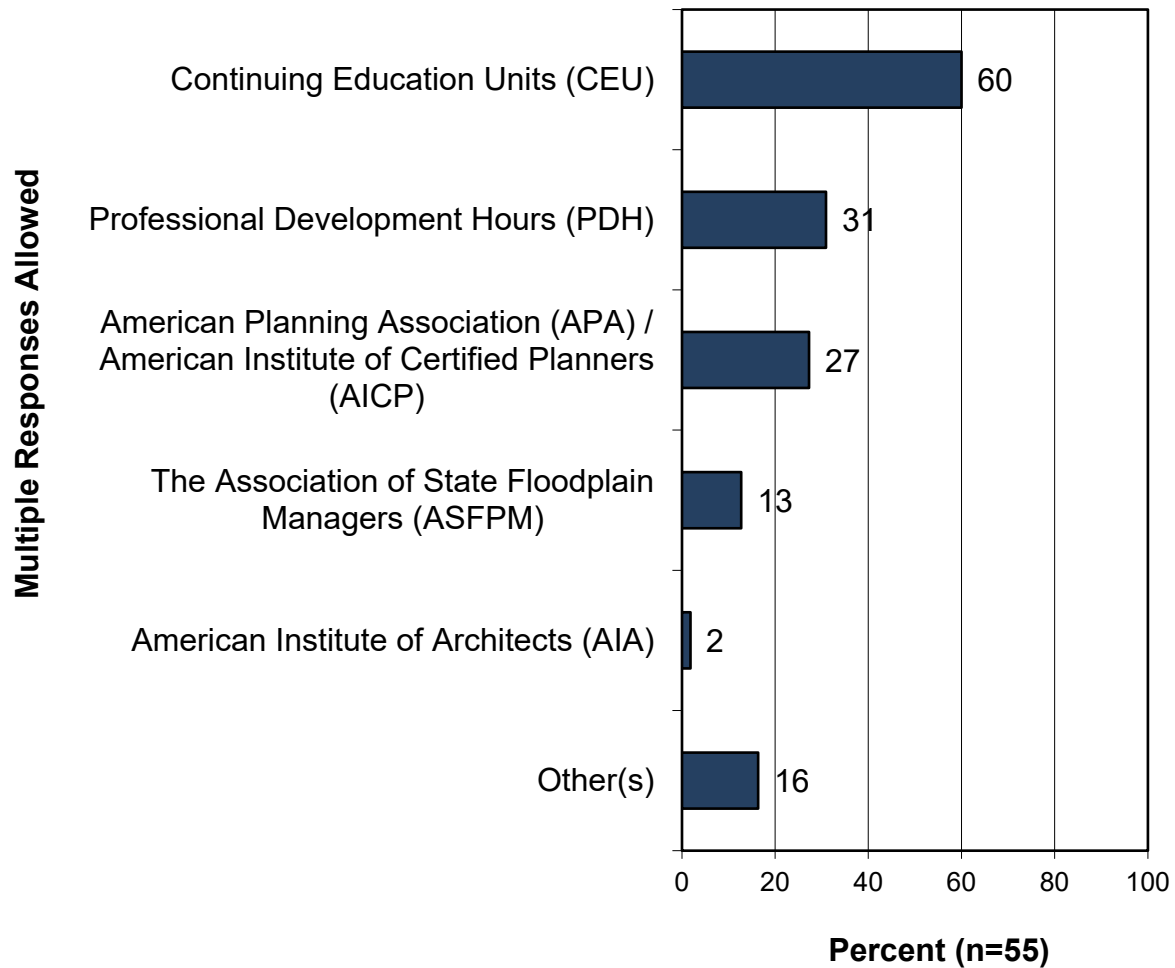


Continuing education credits are most frequently required among county government employees, for profit business employees, regional government employees, and city or local government employees.

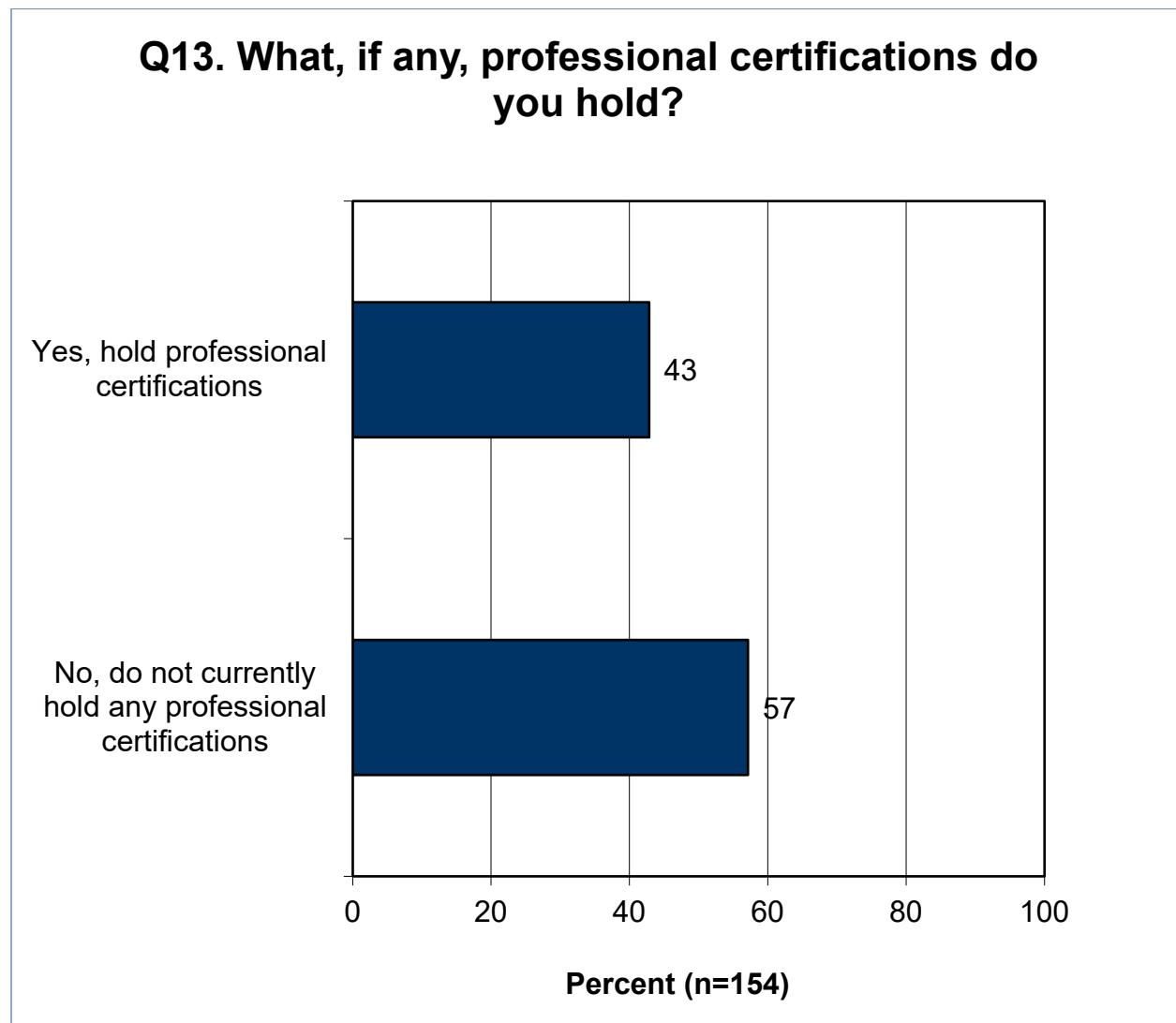
Percent of each of the following groups whose position requires them to receive continuing education credits:



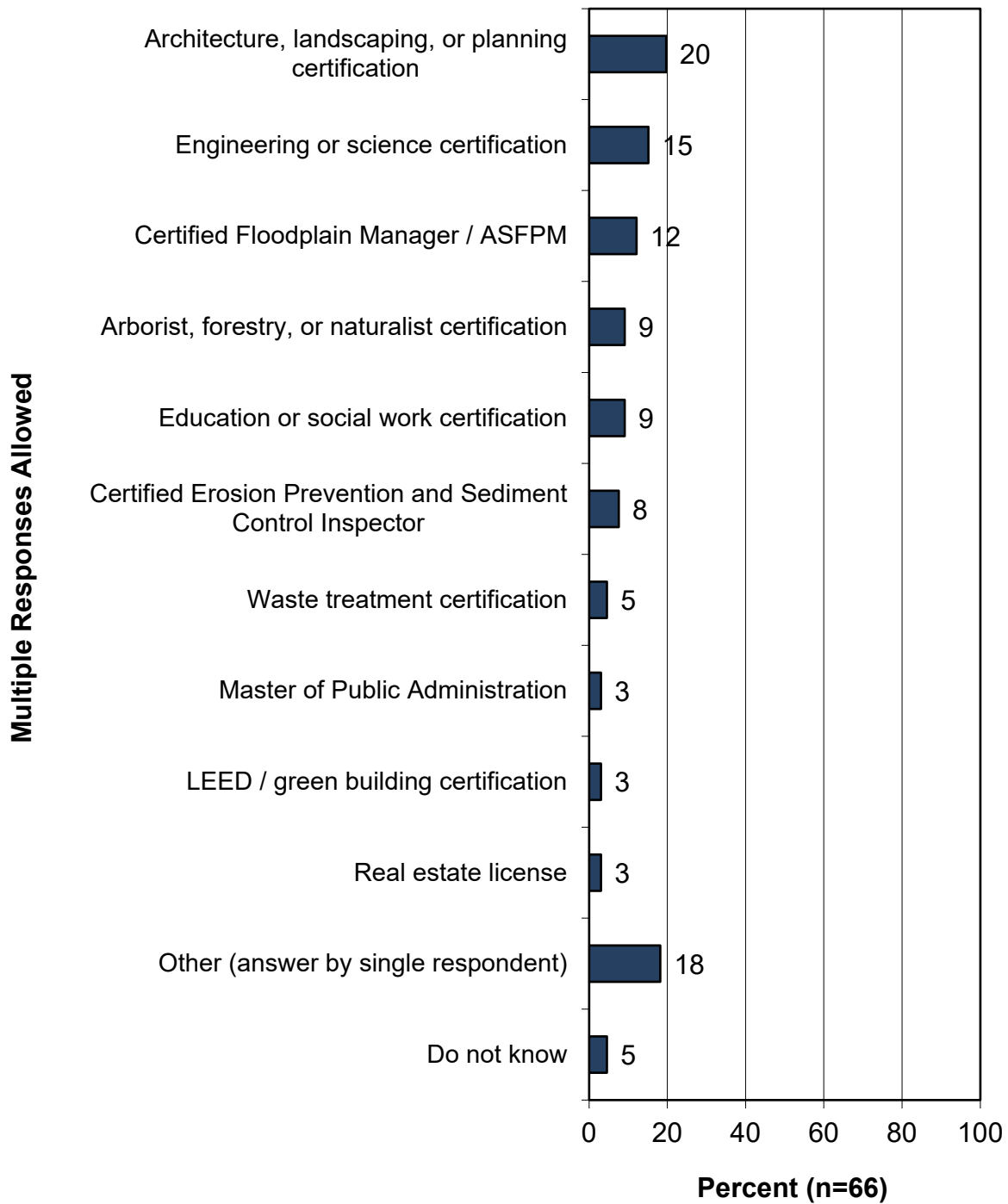
Q12. Which unit(s) of continuing education credits does your position require? (Asked of those whose position requires continuing education requirements.)



Nearly half of coastal decision-makers (43%) hold a professional certification, with the most common being certifications in architecture, landscaping, or planning; engineering or science; and floodplain management.



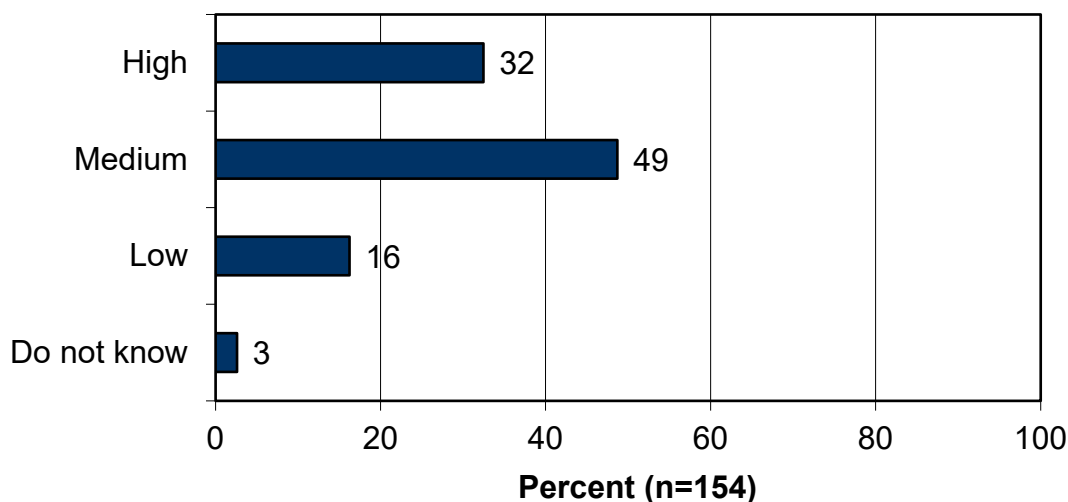
Q13. What, if any, professional certifications do you hold?



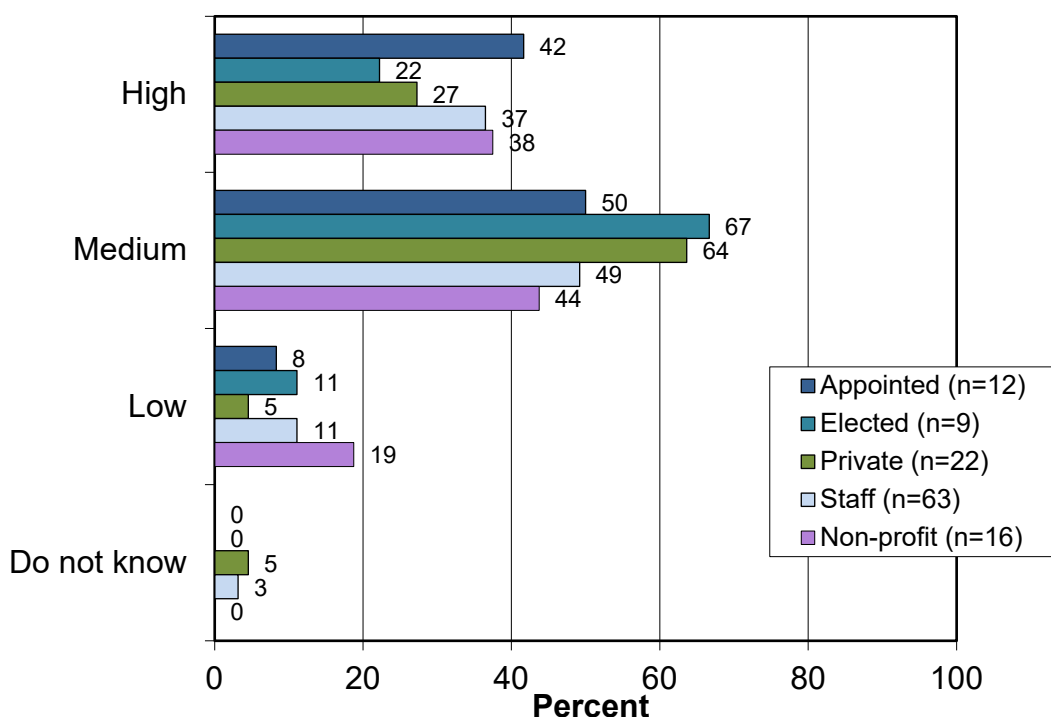
NEED FOR COASTAL TRAINING AND EDUCATION

Coastal decision-makers most commonly say they have a *medium* need for coastal training in their current position (49% state this), followed by those who have a *high* need (32%) and those who have a *low* need (16%). Appointed officials, non-profit personnel, and government or agency staff expressed the most *high* need for coastal training. (Note that there is little difference between the positions when *high* and *medium* responses are combined.)

Q14. Would you say you have a high, medium, or low need for coastal training or education in your current position?

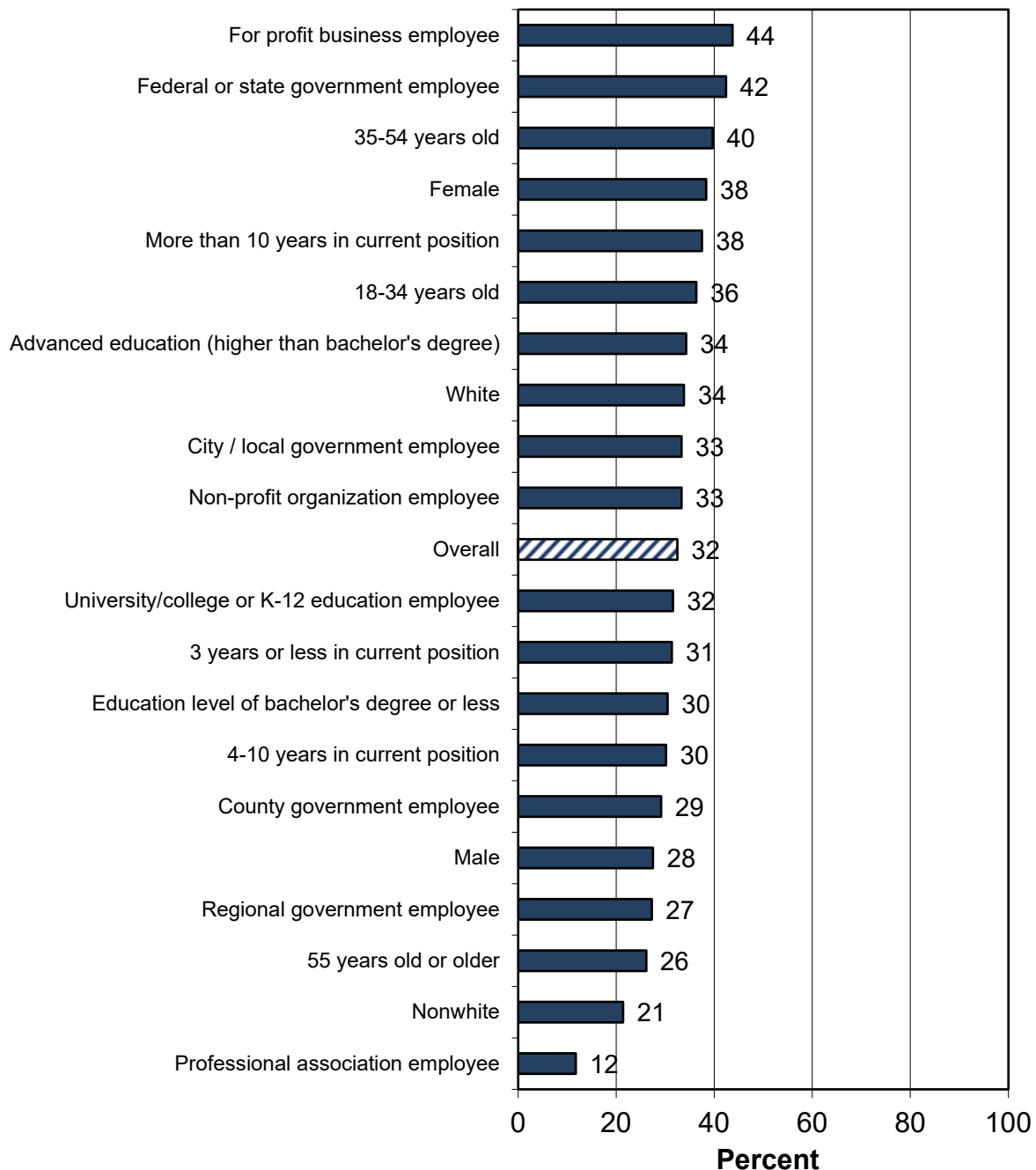


Q14. Would you say you have a high, medium, or low need for coastal training or education in your current position?



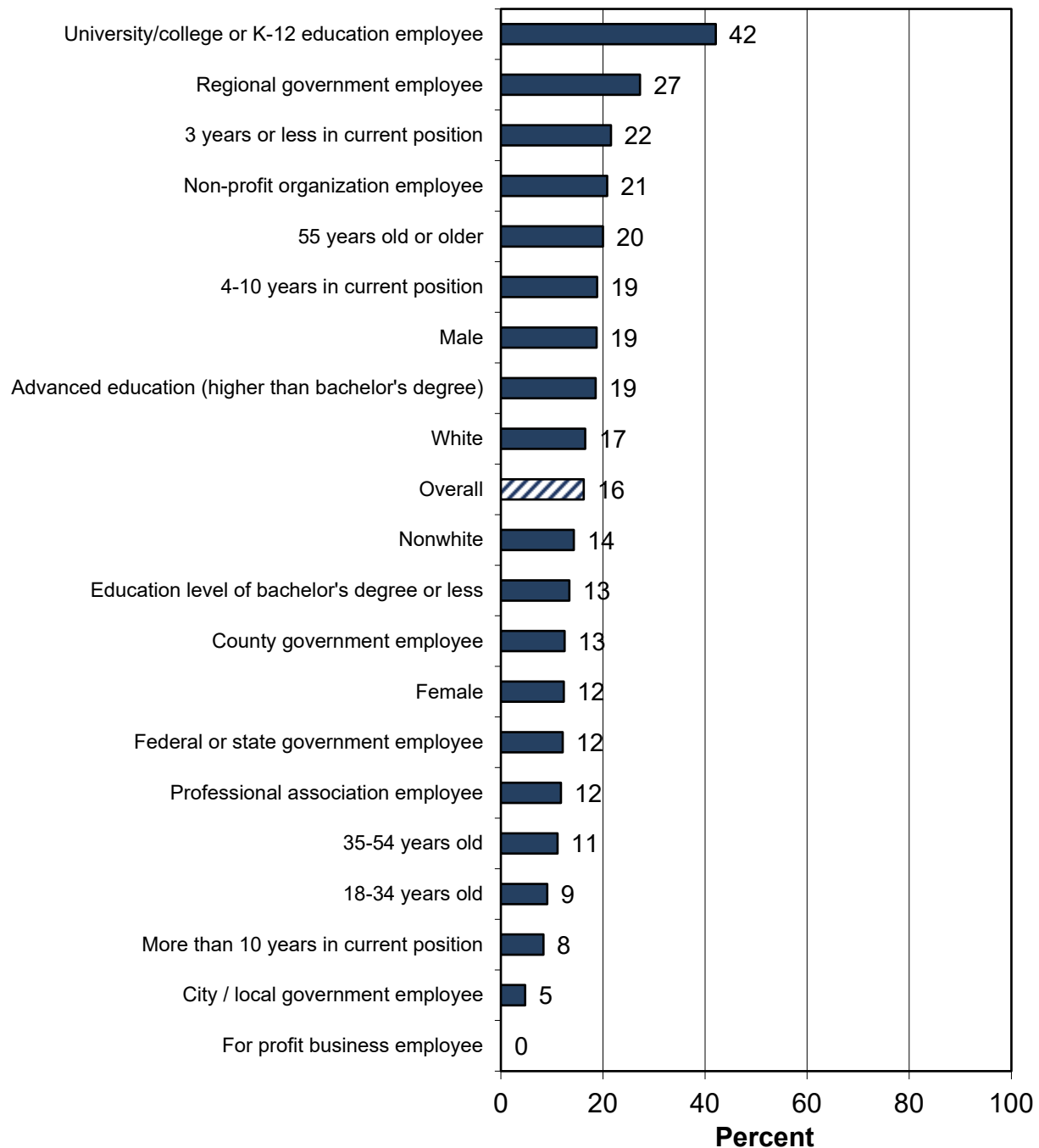
Groups most likely to have a *high* need for coastal training are for profit business employees, federal or state government employees, and those in the middle age category.

Percent of each of the following groups who have a high need for coastal training in their current position:



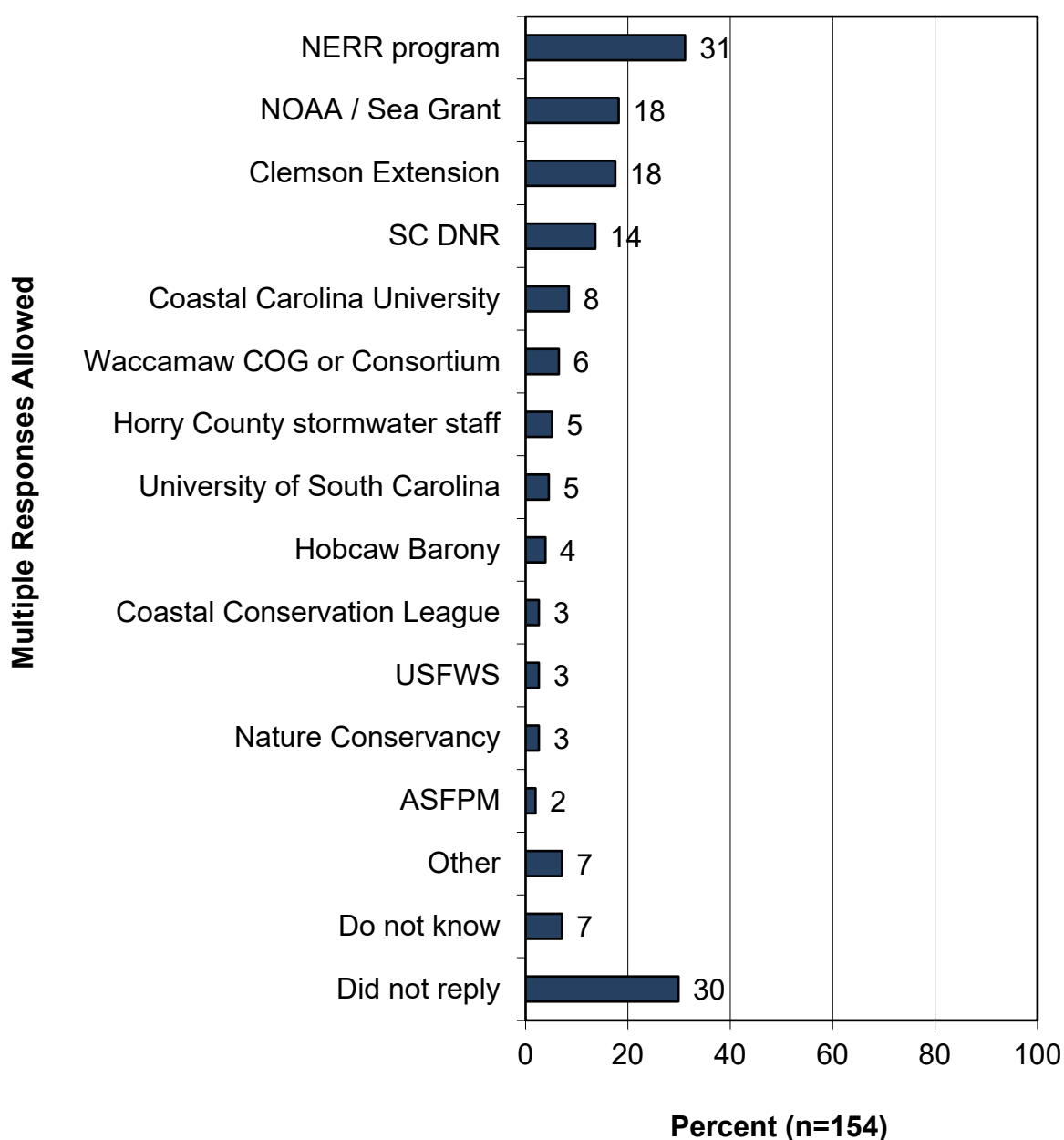
Those in the education field are substantially more likely than other groups to say they have a *low* need for coastal training.

Percent of each of the following groups who have a low need for coastal training in their current position:

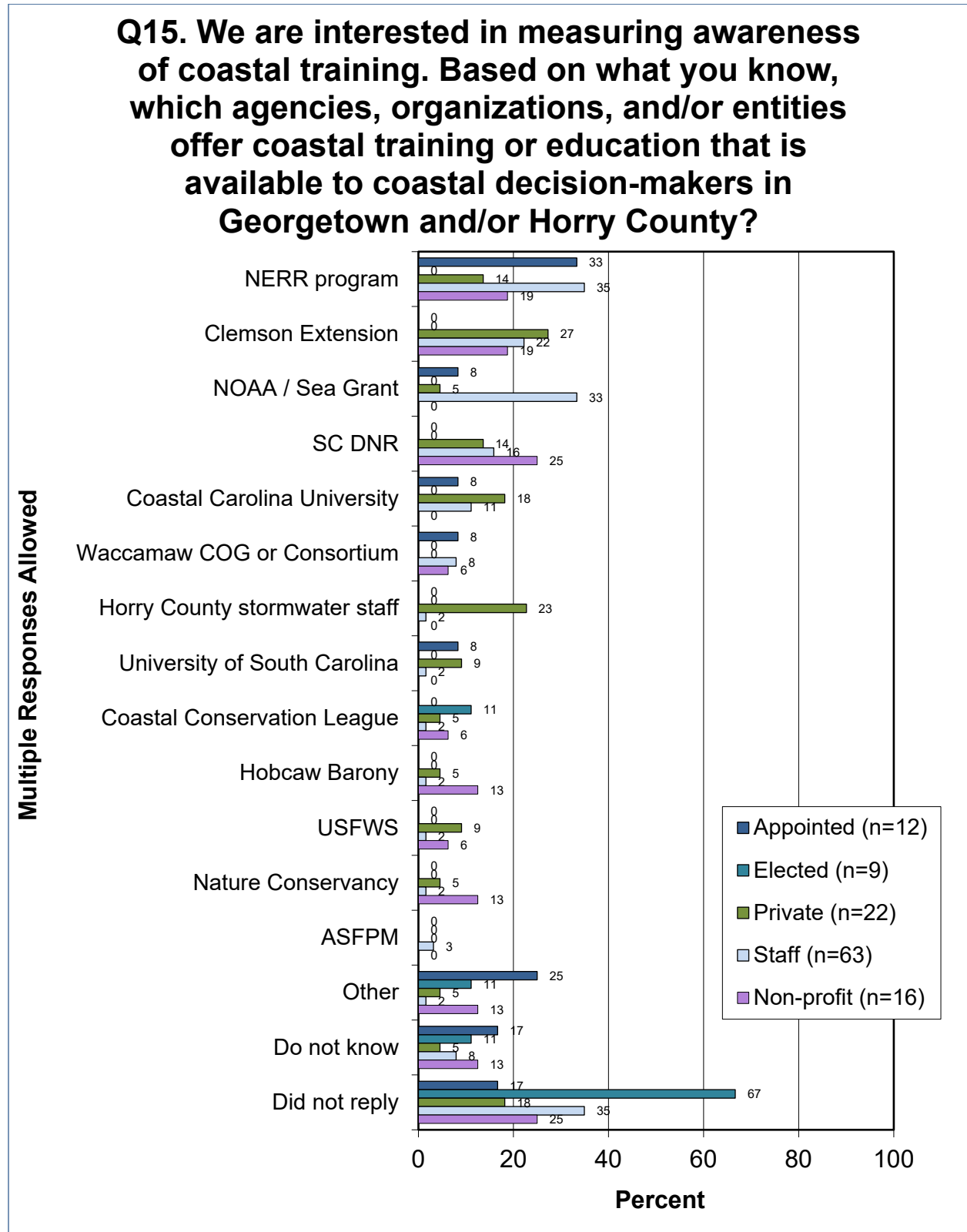


In an open-ended question, coastal decision-makers were asked to name the agencies or organizations that offer coastal training. The top response by far was the NERR program; other training providers named by at least 10% of respondents are the NOAA / Sea Grant program, Clemson Extension, and the South Carolina DNR.

Q15. We are interested in measuring awareness of coastal training. Based on what you know, which agencies, organizations, and/or entities offer coastal training or education that is available to coastal decision-makers in Georgetown and/or Horry County?

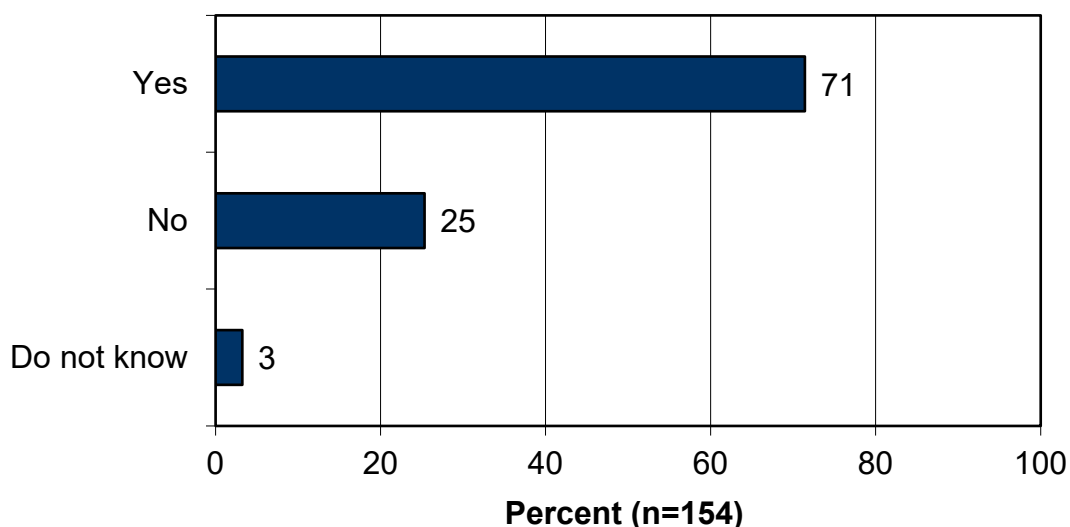


Appointed officials and government or agency staff have the most awareness of the CTP. All the training sources named by respondents are shown below, crosstabulated by the respondent positions.

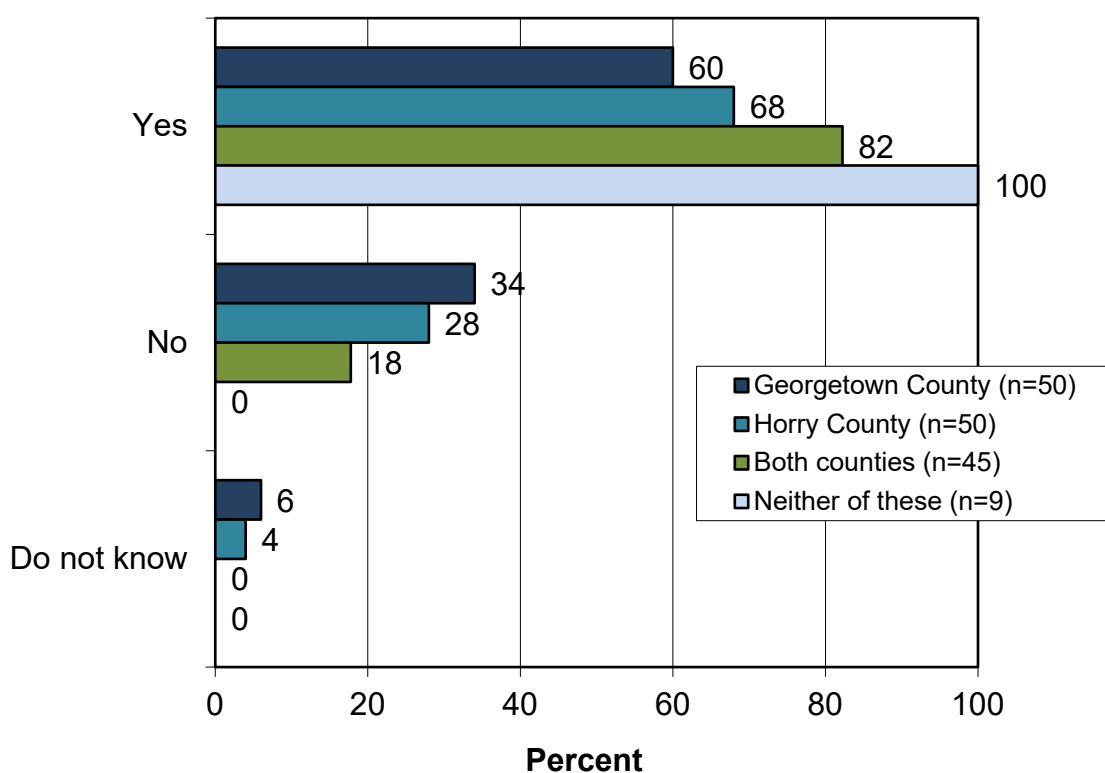


A solid majority of coastal decision-makers (71%) have ever received training on coastal environmental issues. All of those responsible for neither county (100%) and most of those responsible for both counties (82%) have received coastal training.

Q16. Have you ever received training or education related to coastal issues or topics that impact the coastal environment in your county or area?

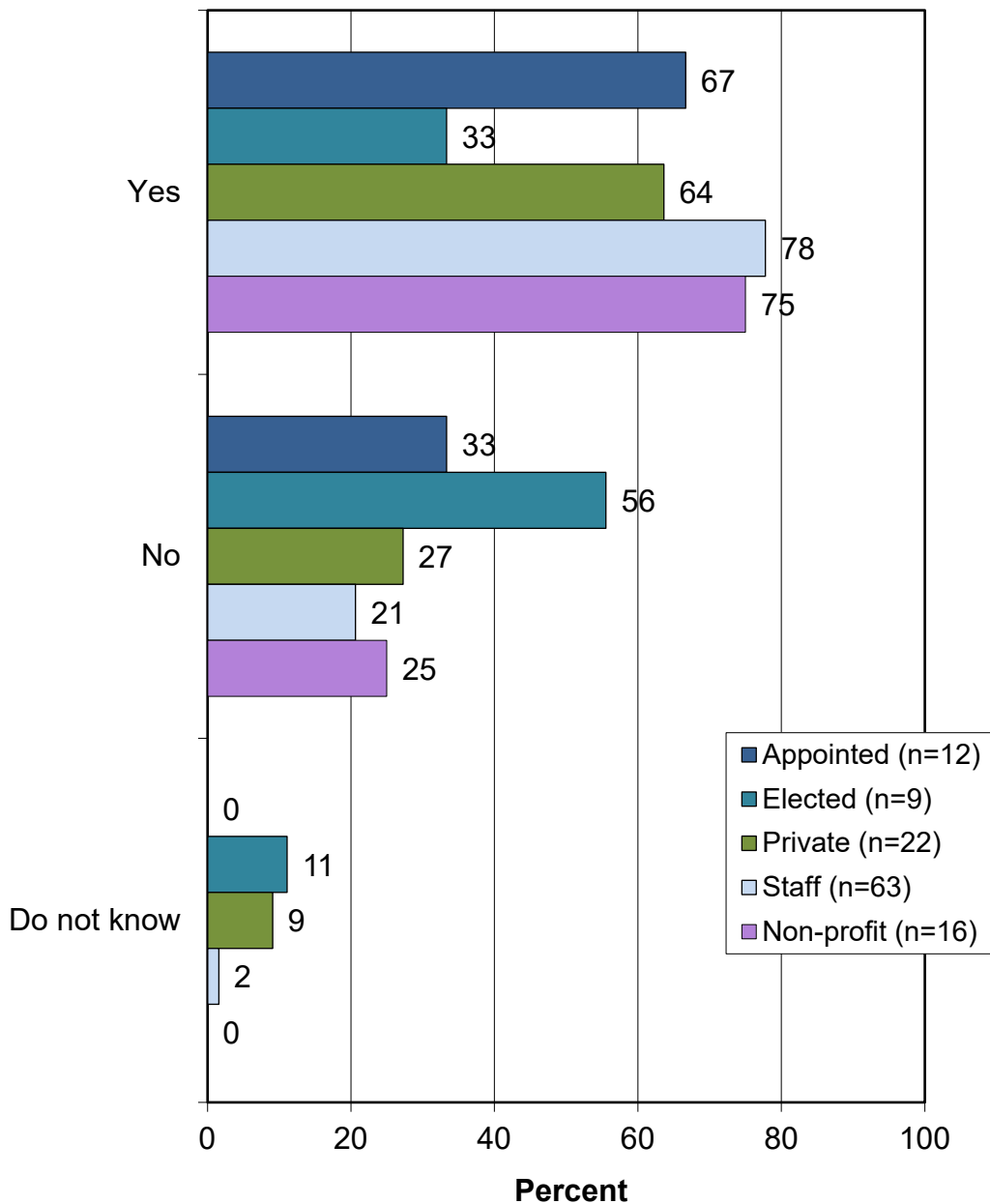


Q16. Have you ever received training or education related to coastal issues or topics that impact the coastal environment in your county or area?



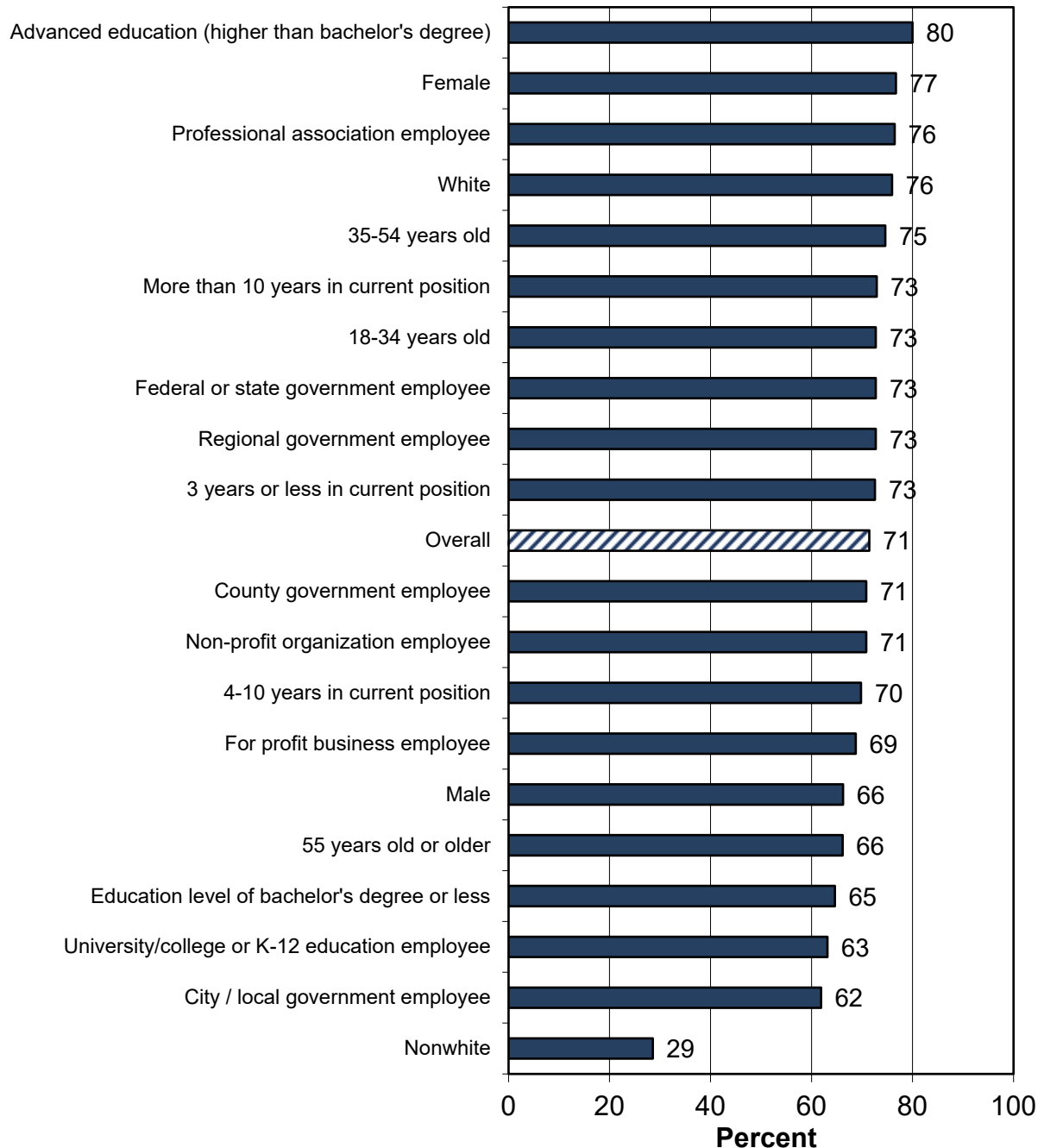
Government or agency staff and non-profit personnel are the positions most likely to have received coastal training, whereas the least likely group is elected officials.

Q16. Have you ever received training or education related to coastal issues or topics that impact the coastal environment in your county or area?

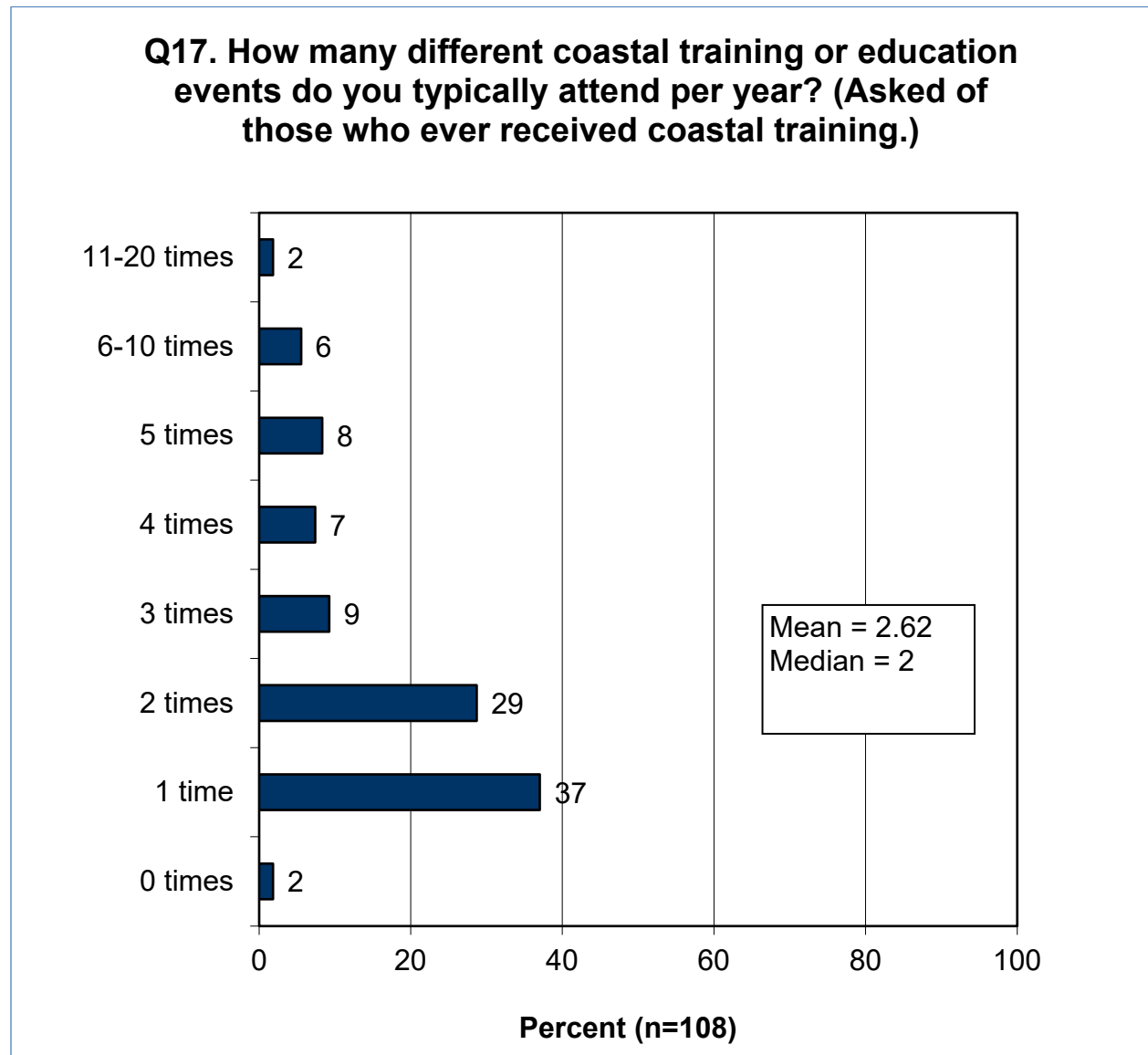


Those with an advanced education and women are the groups most likely to have received coastal training.

Percent of each of the following groups who have ever received training related to coastal issues in their area:

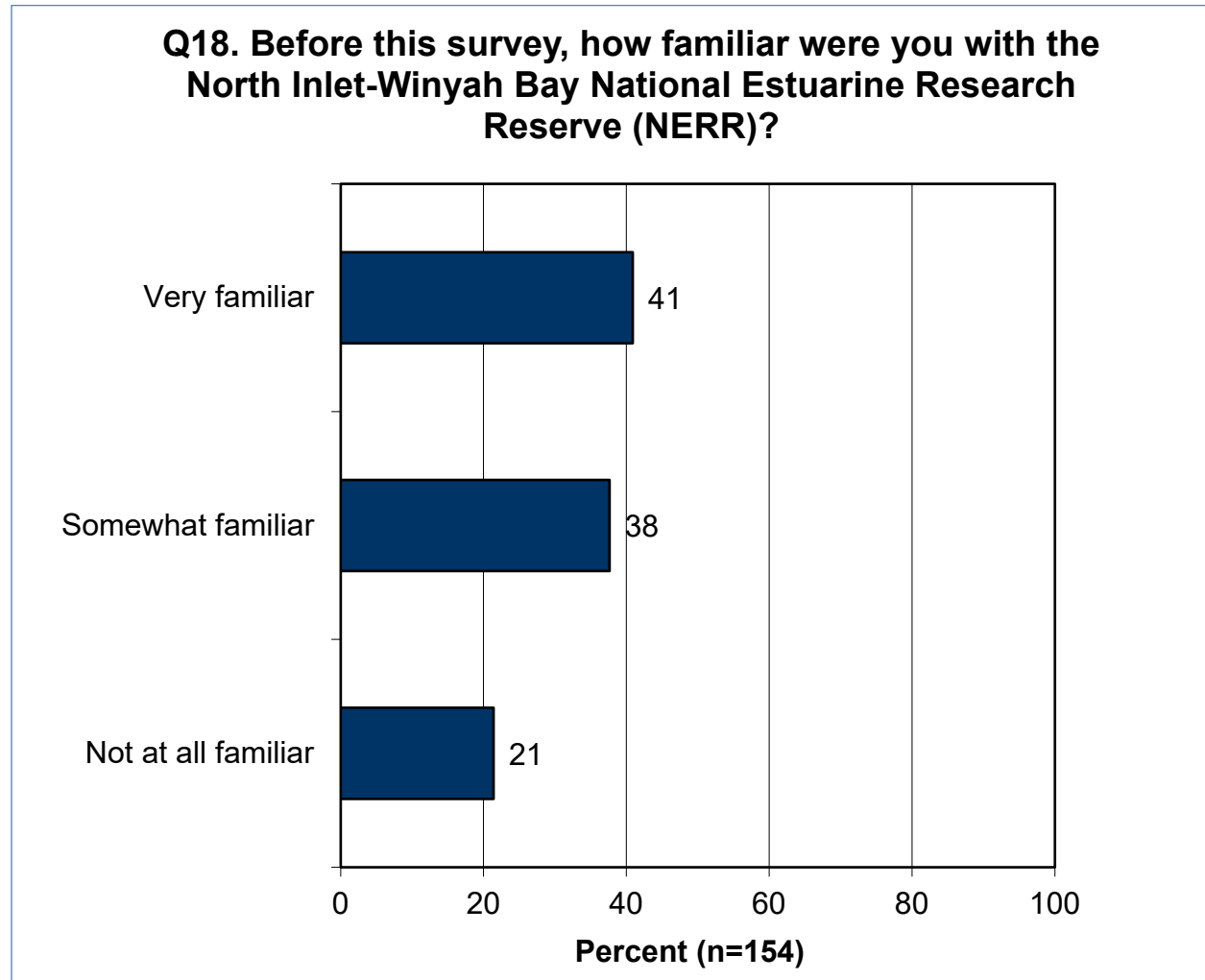


Among those who ever received coastal training, the mean number of training events per year is 2.62 and the median is 2.



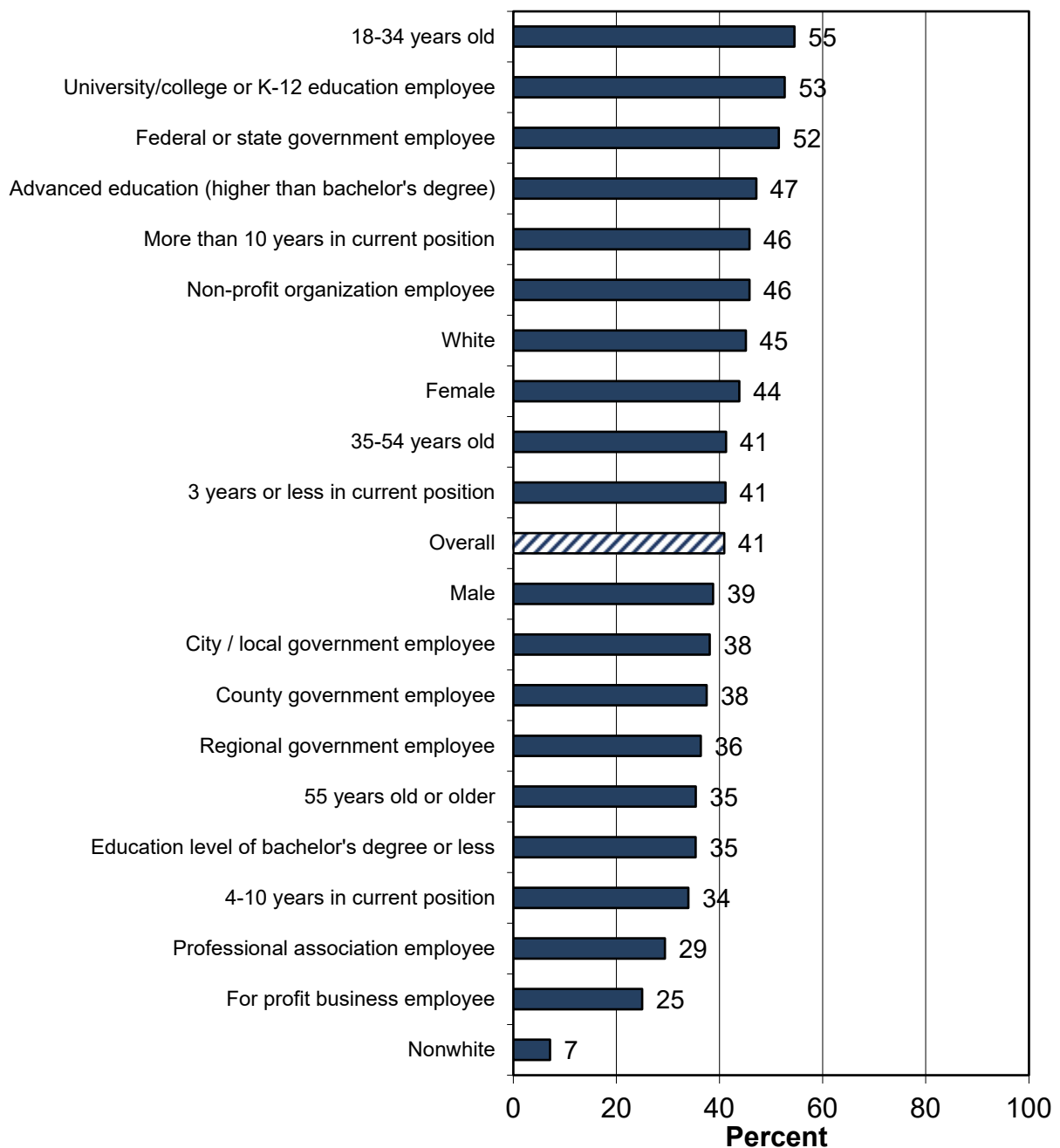
AWARENESS OF THE NORTH INLET-WINYAH BAY NERR AND COASTAL TRAINING PROGRAM

Before this survey, 41% were *very* familiar with the North Inlet-Winyah Bay NERR and 38% were *somewhat* familiar, compared to 21% who were *not at all* familiar.

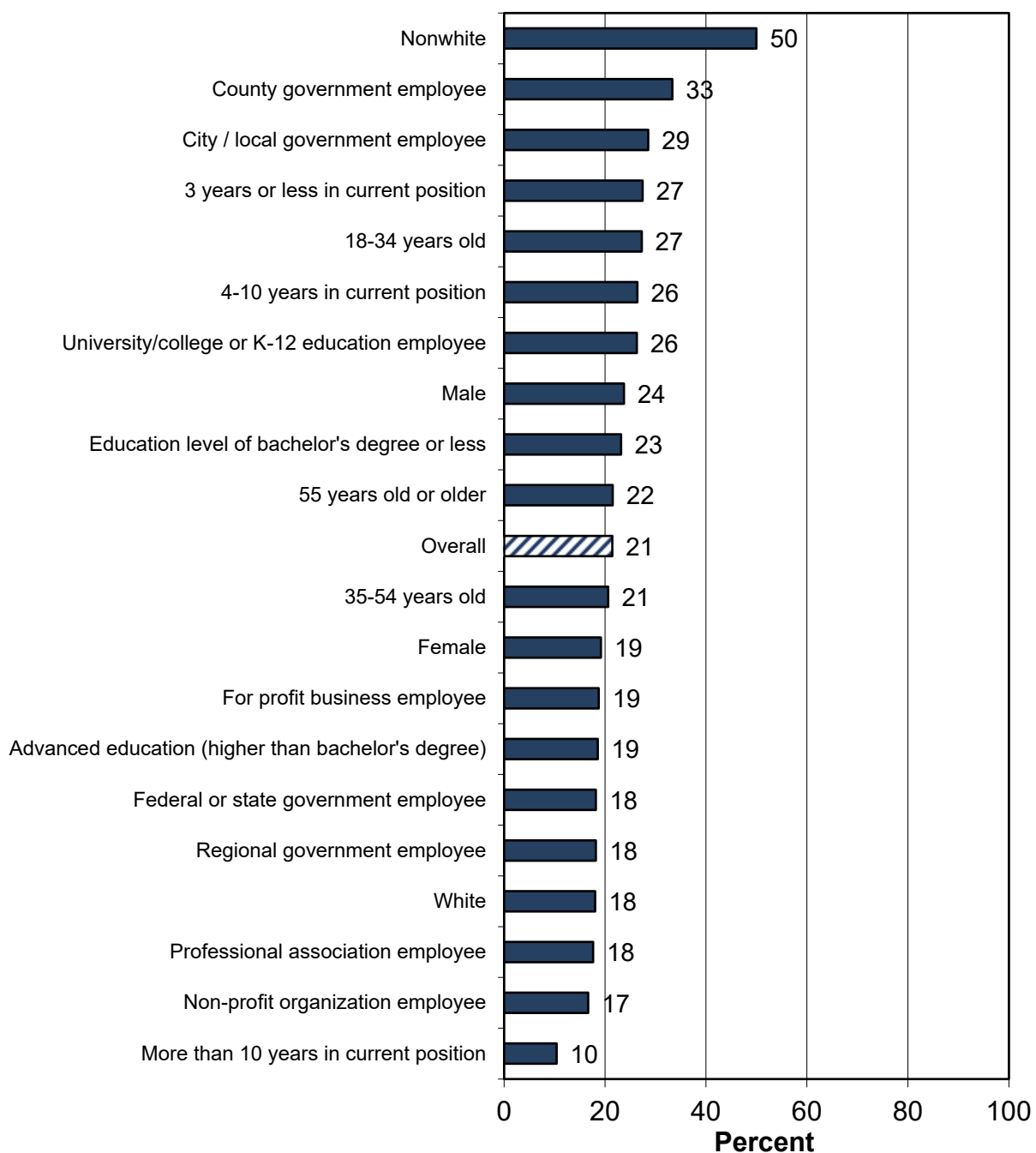


Groups most likely to have been very familiar the North Inlet-Winyah Bay NERR are younger respondents, education employees, and federal or state government employees.

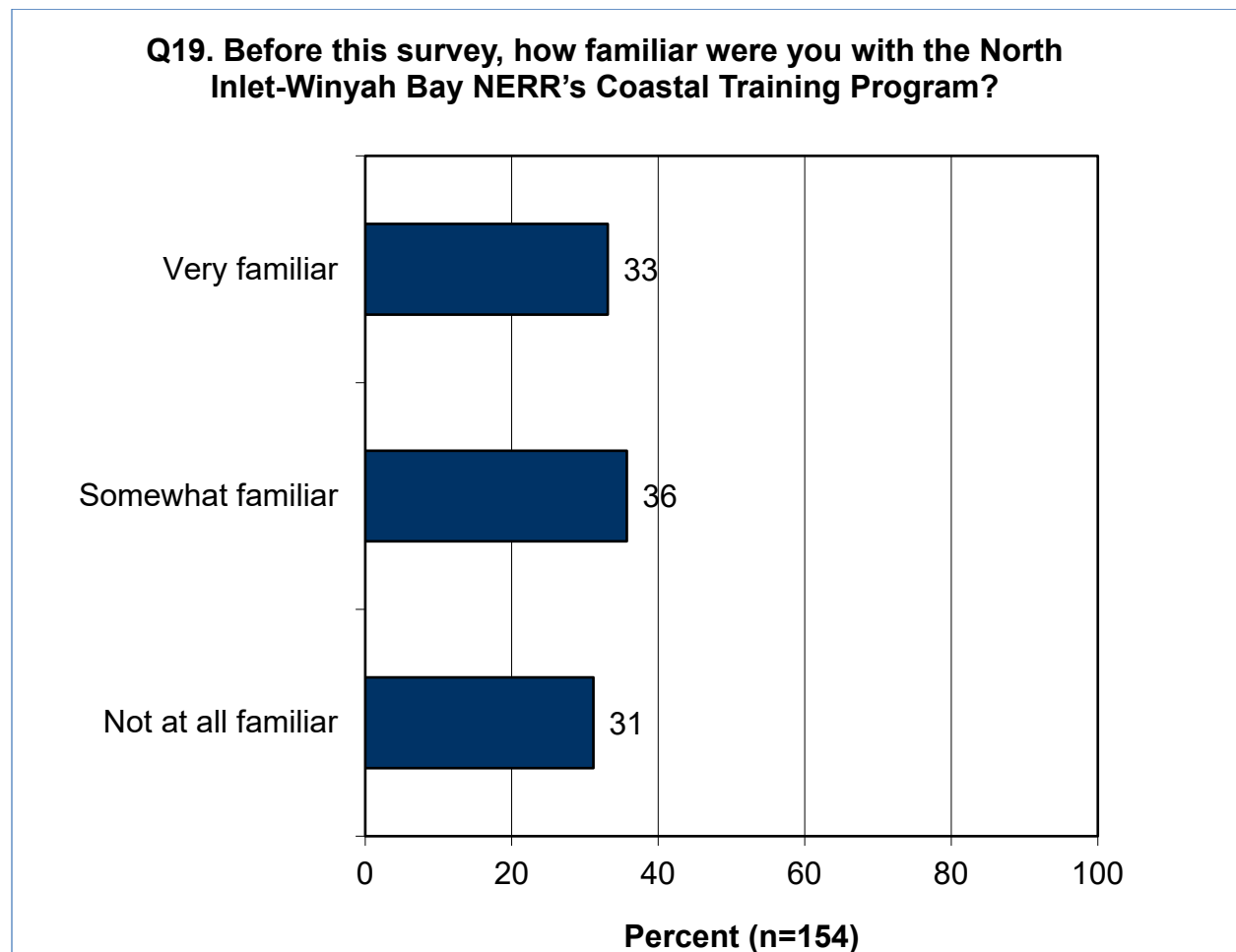
Percent of each of the following groups who were very familiar with the North Inlet-Winyah Bay NERR before the survey:



Percent of each of the following groups who were not at all familiar with the North Inlet-Winyah Bay NERR before the survey:

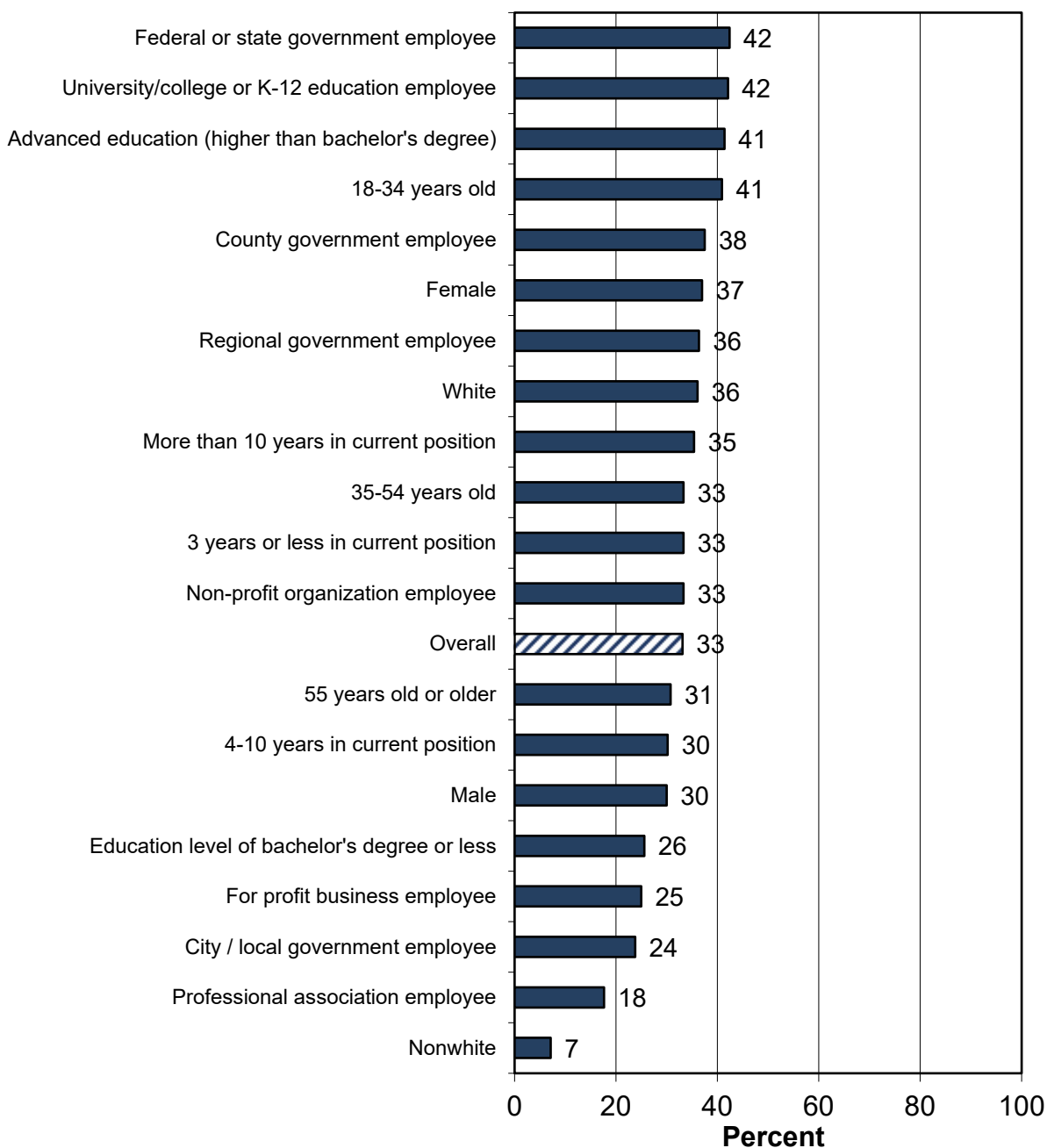


Next, coastal decision-makers were asked how familiar they were with the North Inlet-Winyah Bay NERR's Coastal Training Program (CTP) before the survey: 33% *were* very familiar, 36% *were somewhat* familiar, and 31% *were not at all* familiar.

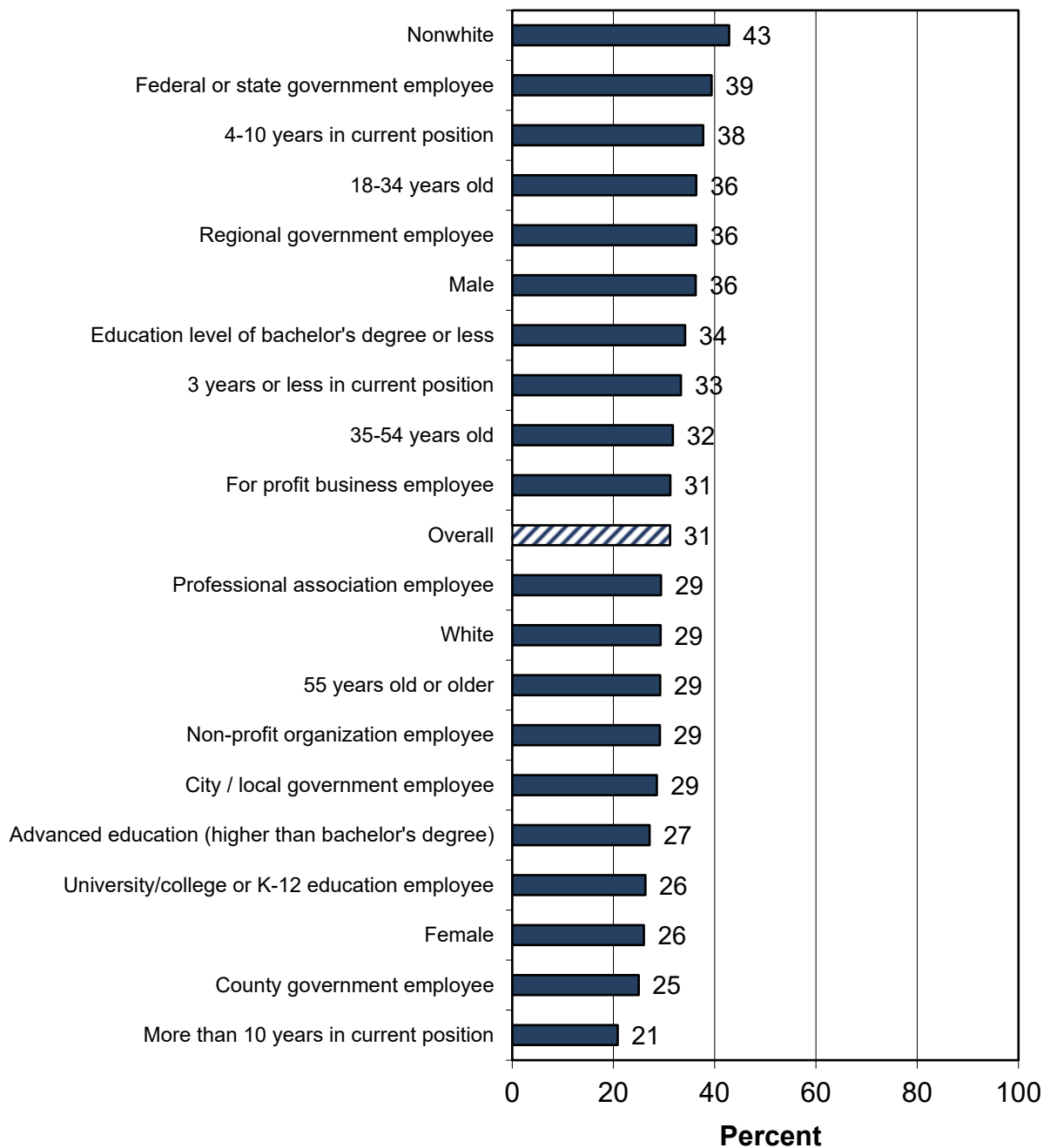


The groups most familiar with the CTP prior to the survey are federal or state government employees, education employees, those with an advanced education, and those 18 to 34 years old.

Percent of each of the following groups who were very familiar with the North Inlet-Winyah Bay NERR's Coastal Training Program before the survey:

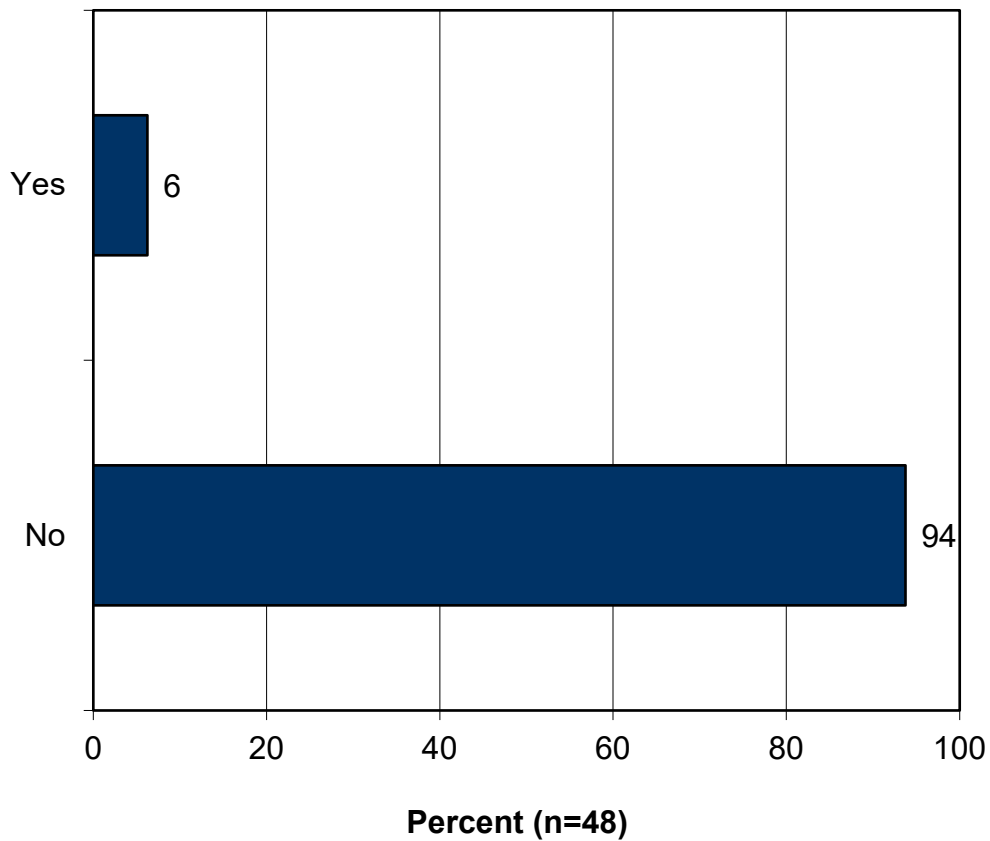


Percent of each of the following groups who were not at all familiar with the North Inlet-Winyah Bay NERR's Coastal Training Program before the survey:



Among those who were not familiar with the CTP, 6% were aware of its existence.

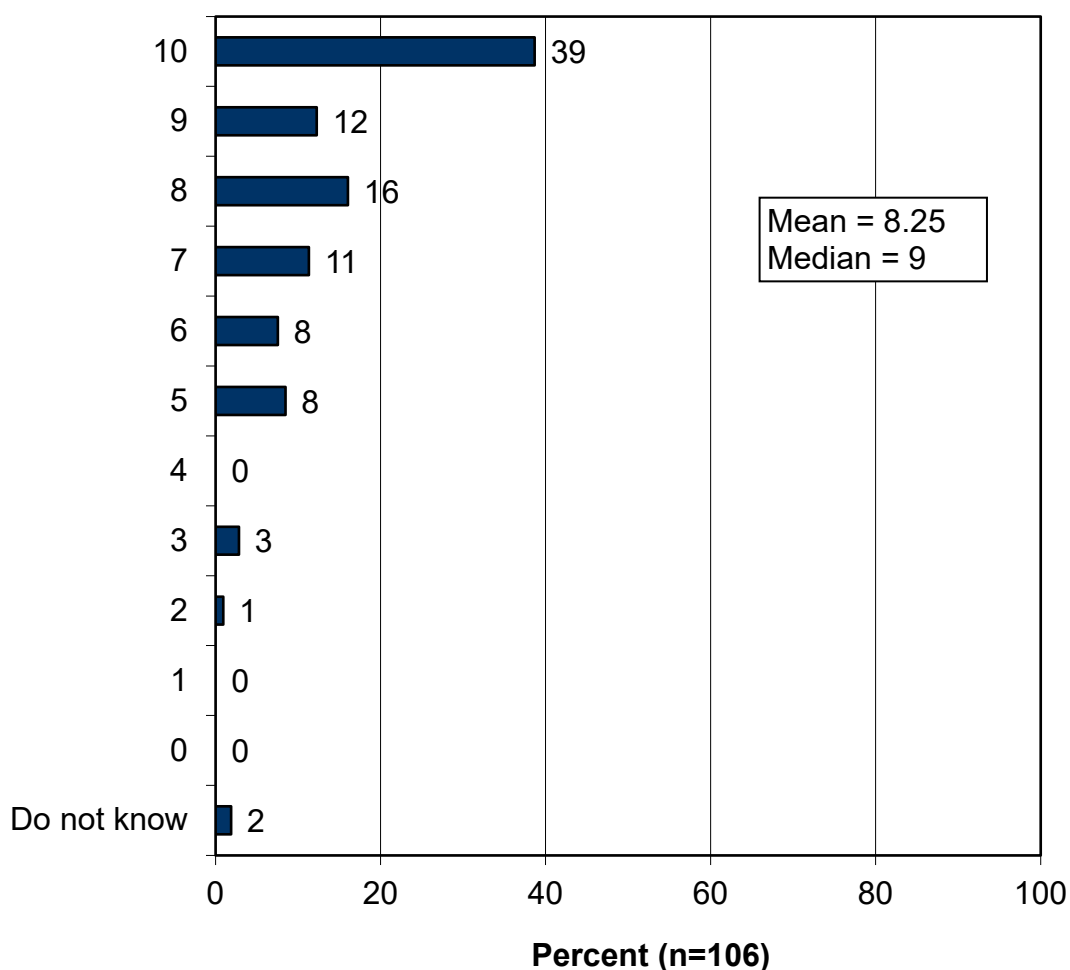
Q20. Were you aware the North Inlet-Winyah Bay National Estuarine Research Reserve (NERR) had a Coastal Training Program (CTP)? (Asked of those who were not familiar with the CTP.)



NORTH INLET-WINYAH BAY NERR COASTAL TRAINING PROGRAM

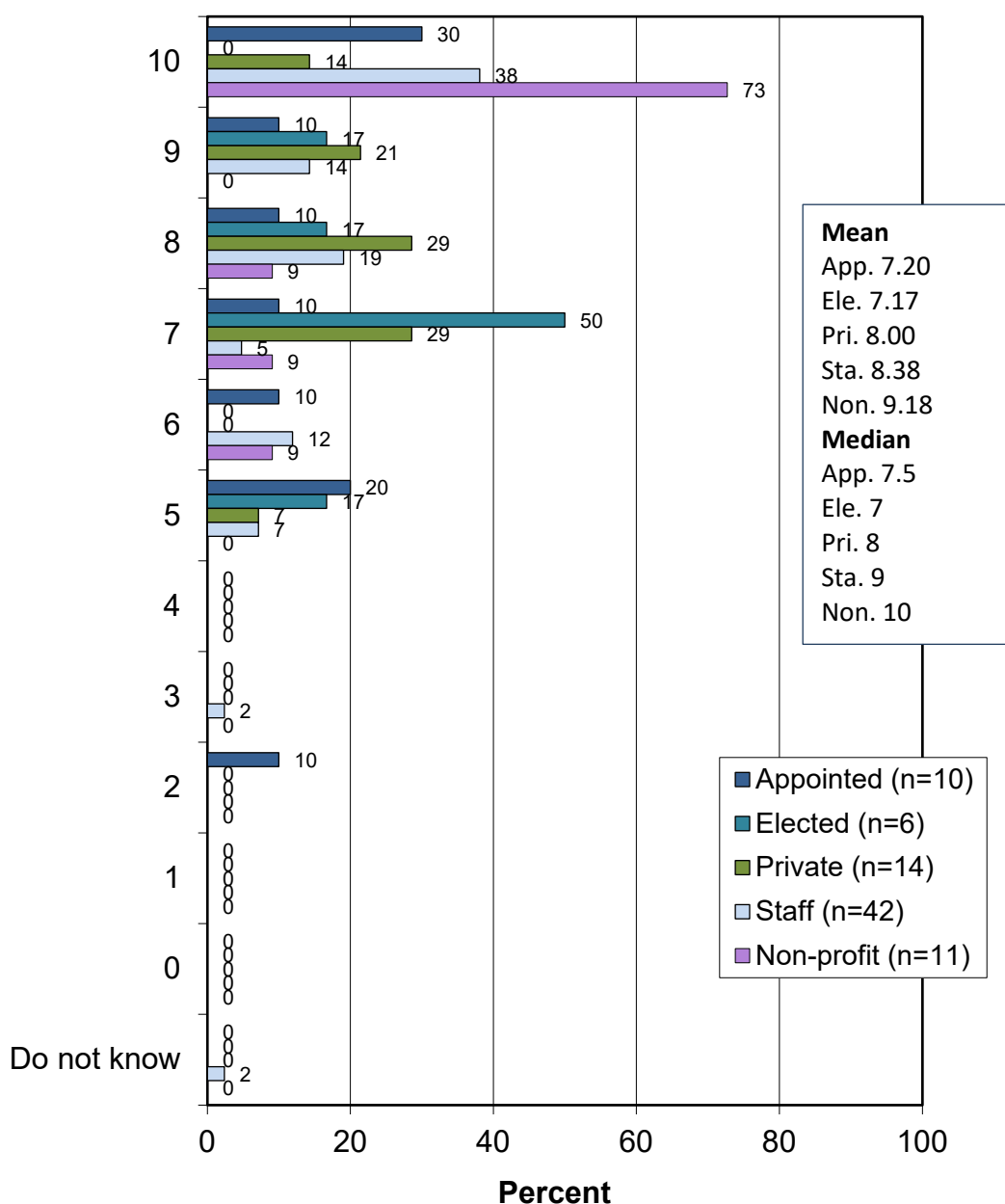
Coastal decision-makers consider the CTP to be important to them, giving a mean rating of 8.25 and a median rating of 9 out of 10.

Q21. How important is the North Inlet-Winyah Bay NERR Coastal Training Program to you as a coastal decision maker, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those who were familiar with the CTP.)

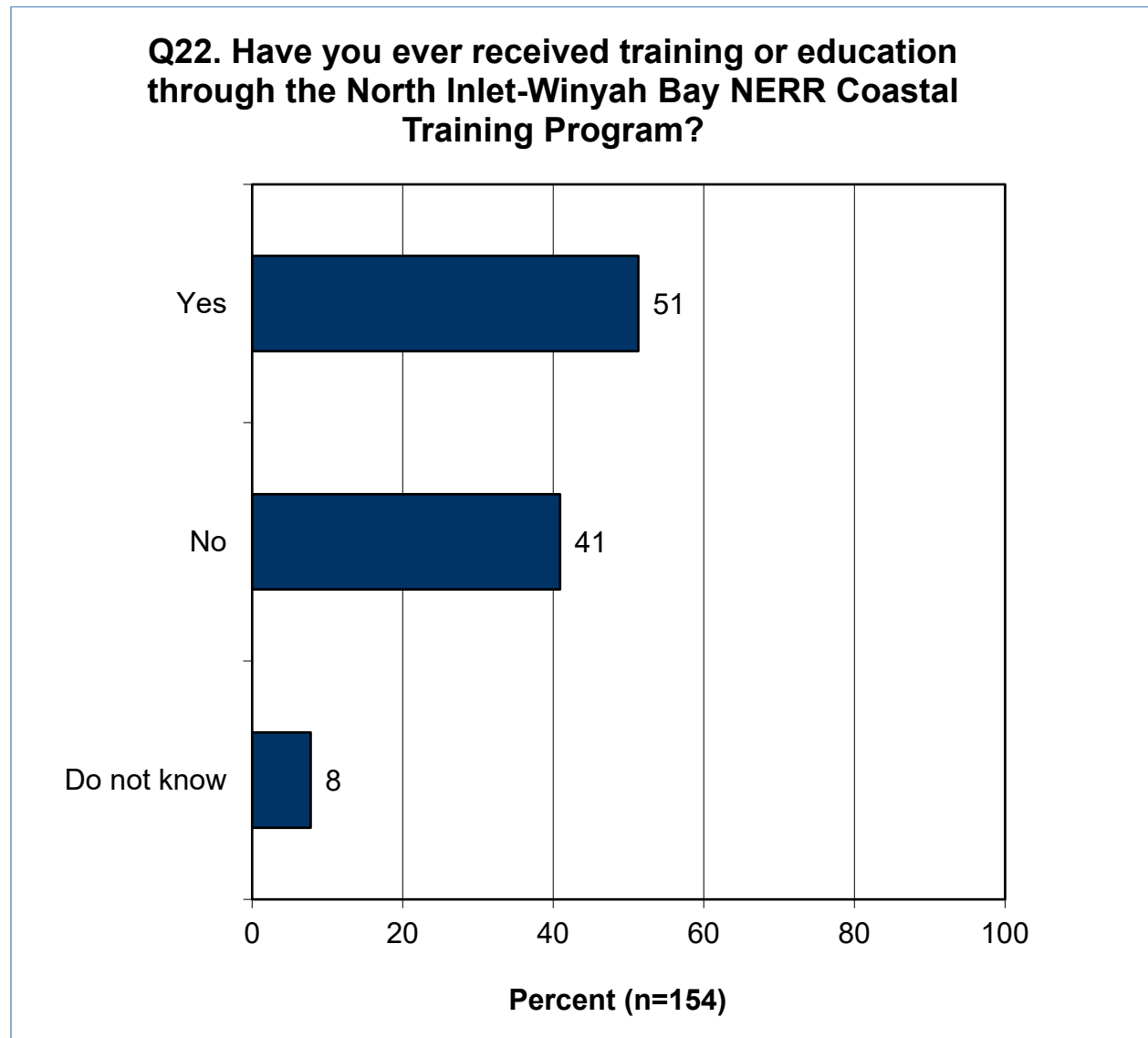


Non-profit personnel give the highest mean rating to the importance of the CTP. Government or agency staff and private business employees are in the second tier, with mean ratings of 8 or above, and appointed and elected officials are at the bottom, albeit with mean ratings above 7.

Q21. How important is the North Inlet-Winyah Bay NERR Coastal Training Program to you as a coastal decision maker, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those who were familiar with the CTP.)

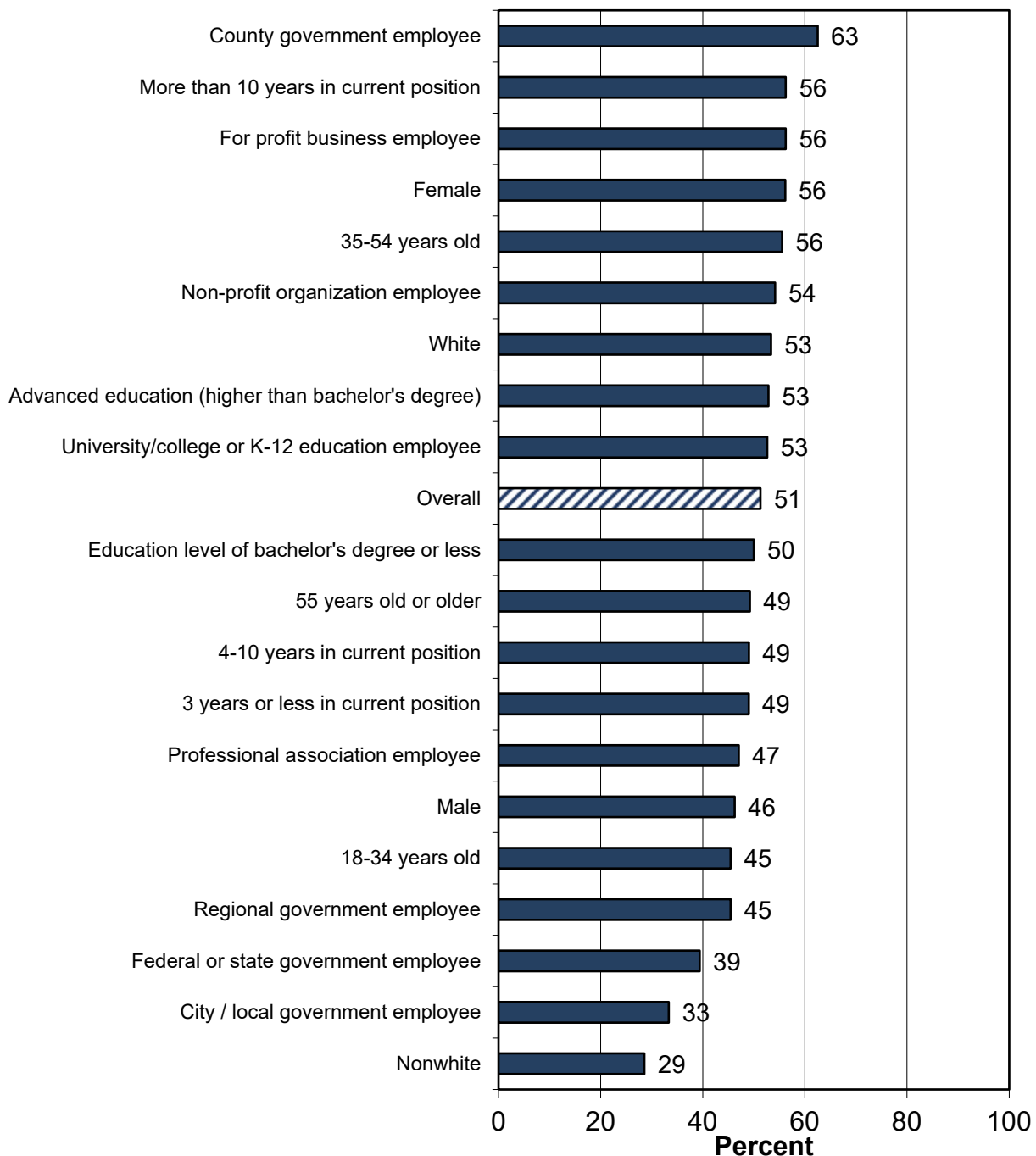


Just over half of coastal decision-makers (51%) have received training through the North Inlet-Winyah Bay NERR Coastal Training Program.



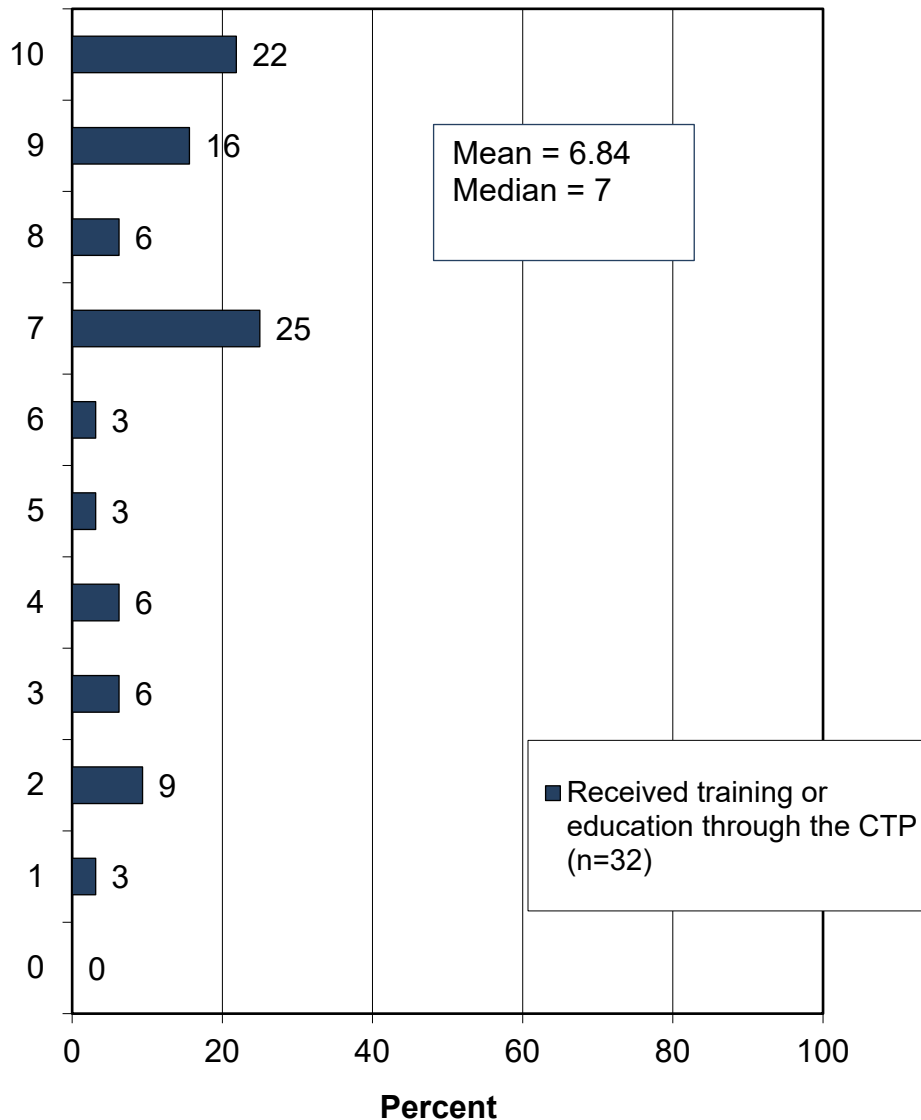
Compared to the other groups, county government employees have received the most training through the CTP.

Percent of each of the following groups who ever received training through the North Inlet-Winyah Bay NERR's Coastal Training Program:



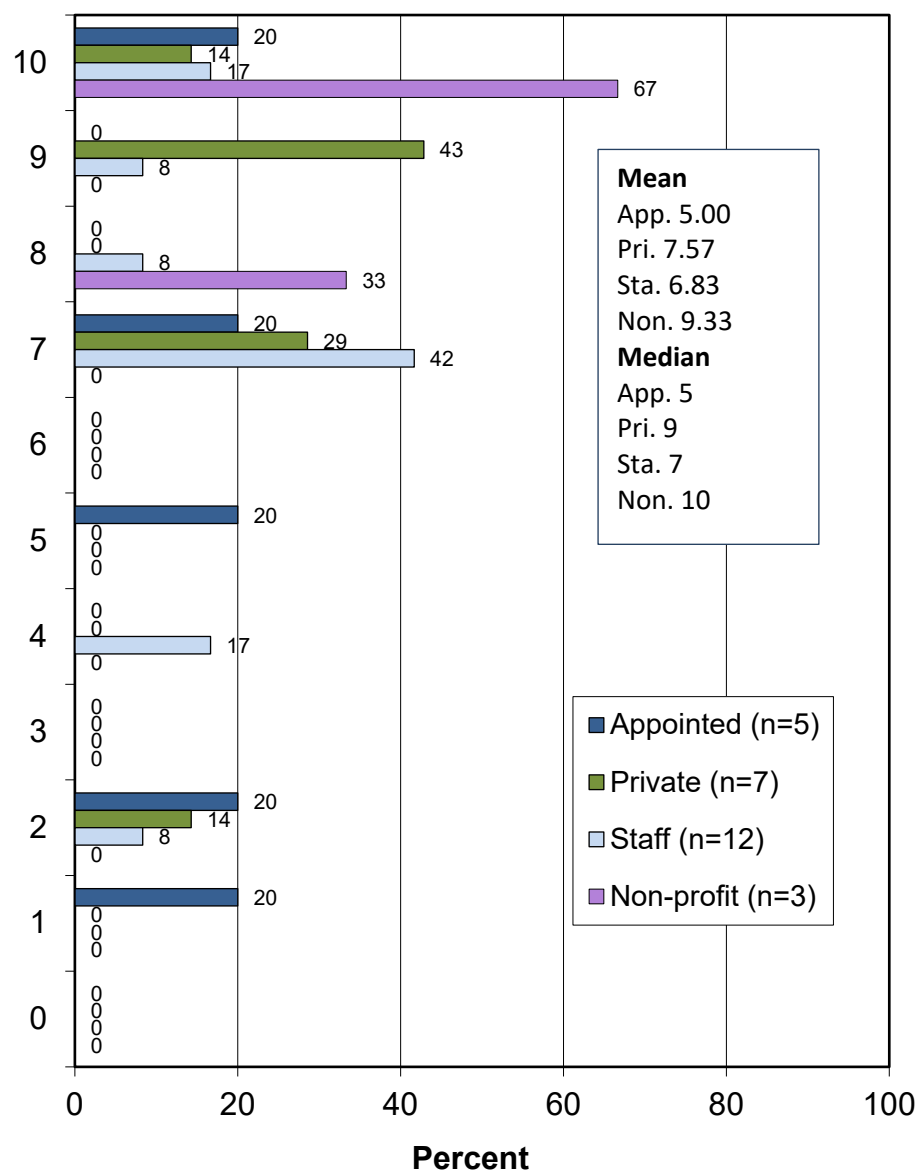
Those who participated in the CTP and whose position requires continuing education credits were asked how important that requirement was as a reason for taking the CTP, on a scale of 0 to 10. The mean rating from this group was 6.84 and the median was 7.

Q23. How important was acquiring continuing education credits as a reason you participated in coastal training or education from the North Inlet-Winyah Bay NERR Coastal Training Program, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those whose position requires continuing education credits and who participated in the CTP.)



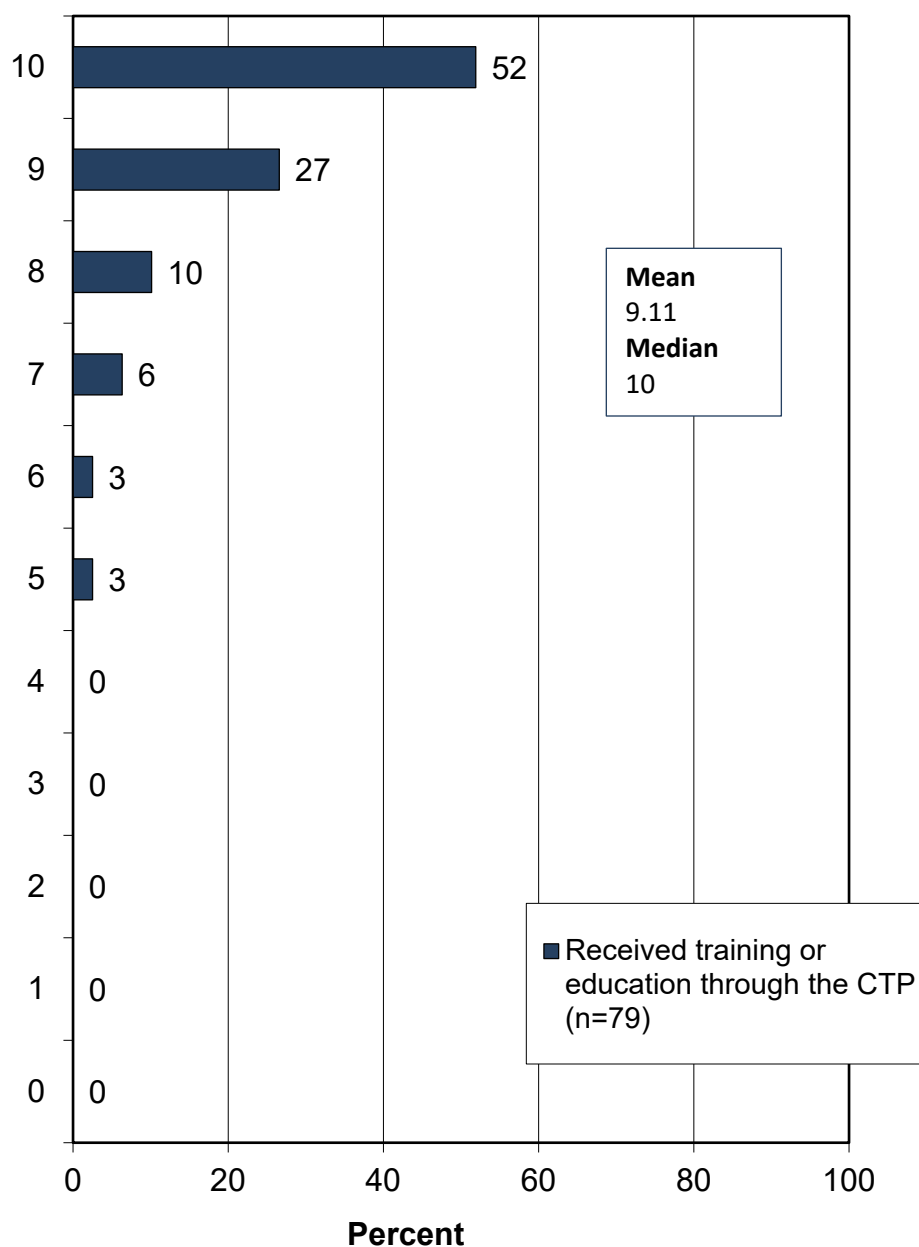
Non-profit personnel is the group most motivated to participate in the CTP due to continuing education requirements. (However, this crosstabulation should be used with caution due to the low sample sizes.)

Q23. How important was acquiring continuing education credits as a reason you participated in coastal training or education from the North Inlet-Winyah Bay NERR Coastal Training Program, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those whose position requires continuing education credits and who participated in the CTP.)

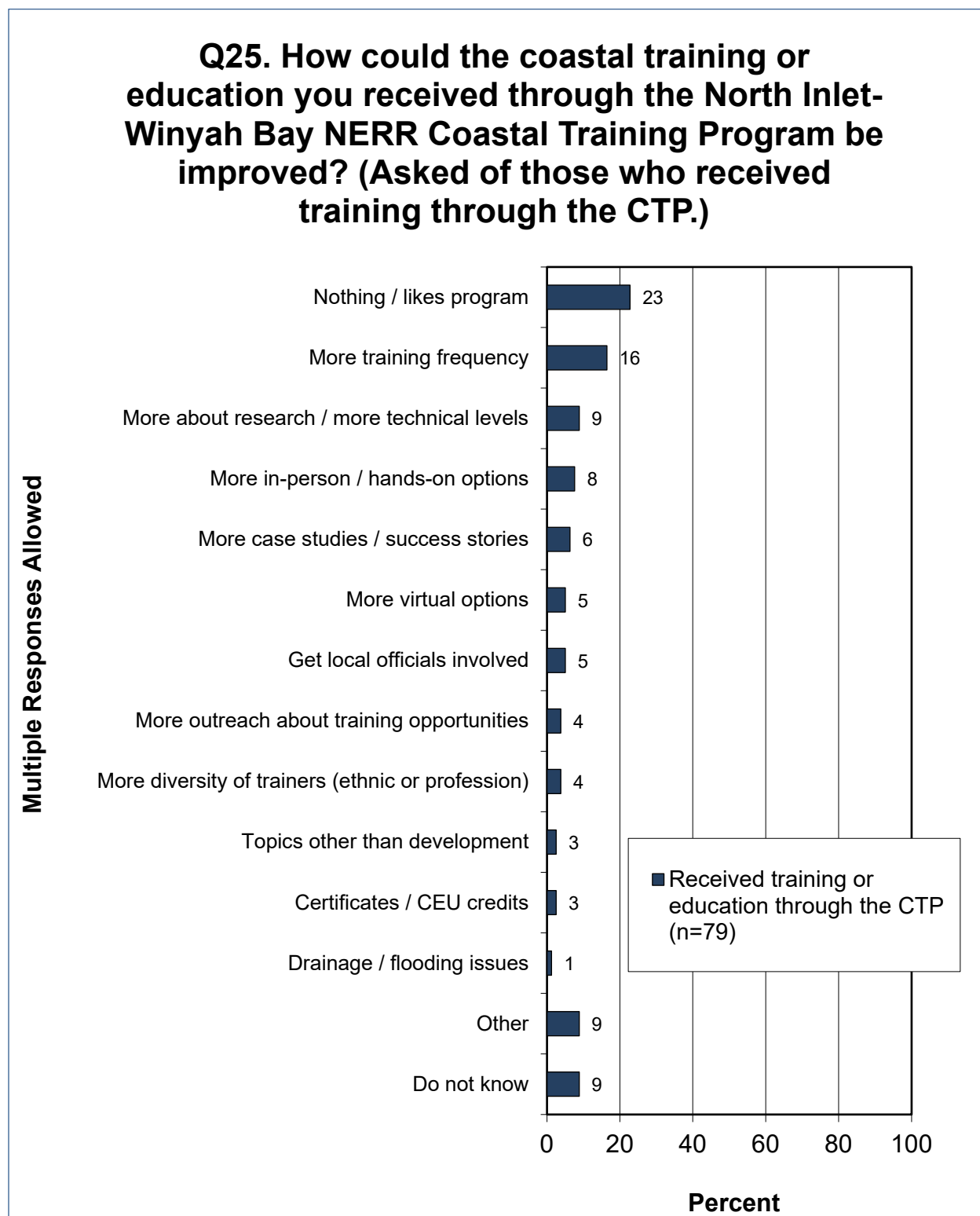


Those who took the CTP rated the program highly, with a mean rating of 9.11 and a median rating of 10 out of 10 (52% gave the highest rating). (Note that this is the same as the overall graph.)

Q24. How would you rate the quality of the training or education you received through the North Inlet-Winyah Bay NERR Coastal Training Program, on a scale of 0 to 10, where 0 is poor and 10 is excellent? (Asked of those who received training through the CTP.)

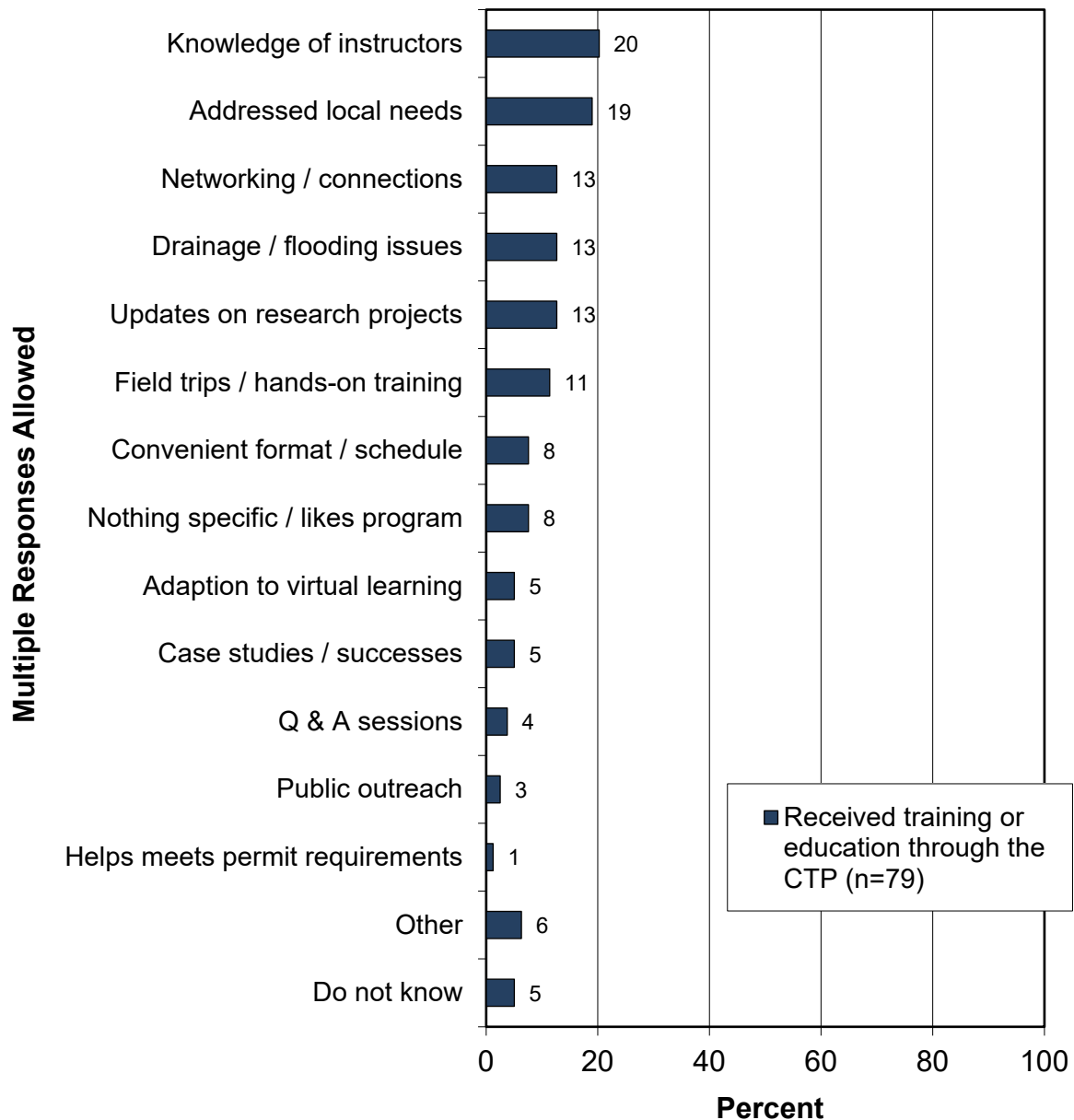


Those who took the CTP were asked how the program could be improved, in an open-ended question. Suggestions made by more than 5% of this group include more training frequency; more content at higher technical levels, including research; more in-person or hands-on training options; and more case studies (success stories). The top response, given by 23% of the group, is that they like the program and no improvements are necessary. (Note that this is the same as the overall graph.)



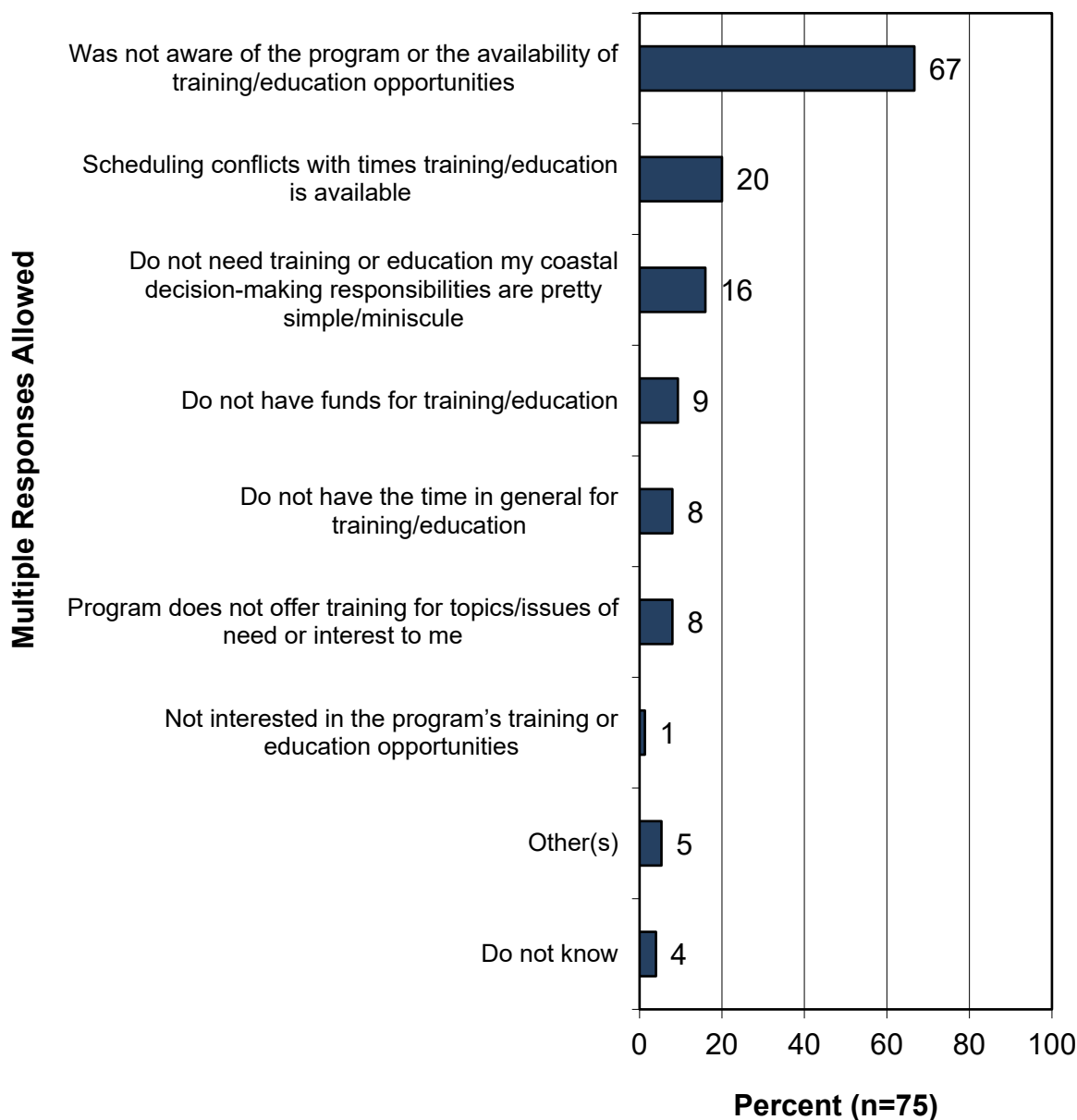
In another open-ended question, CTP participants were asked to name the most valuable aspects of the program. The top replies were the knowledge of the instructors and that the program addressed local needs. A second tier of responses, given by more than 10% of participants, are the networking and connections made, content on drainage and flooding issues, updates on research projects, and the field trips or hands-on training. (Note that this is the same as the overall graph.)

Q26. What was the most useful or valuable aspect of the North Inlet-Winyah Bay NERR Coastal Training Program for you? (Asked of those who received training through the CTP.)



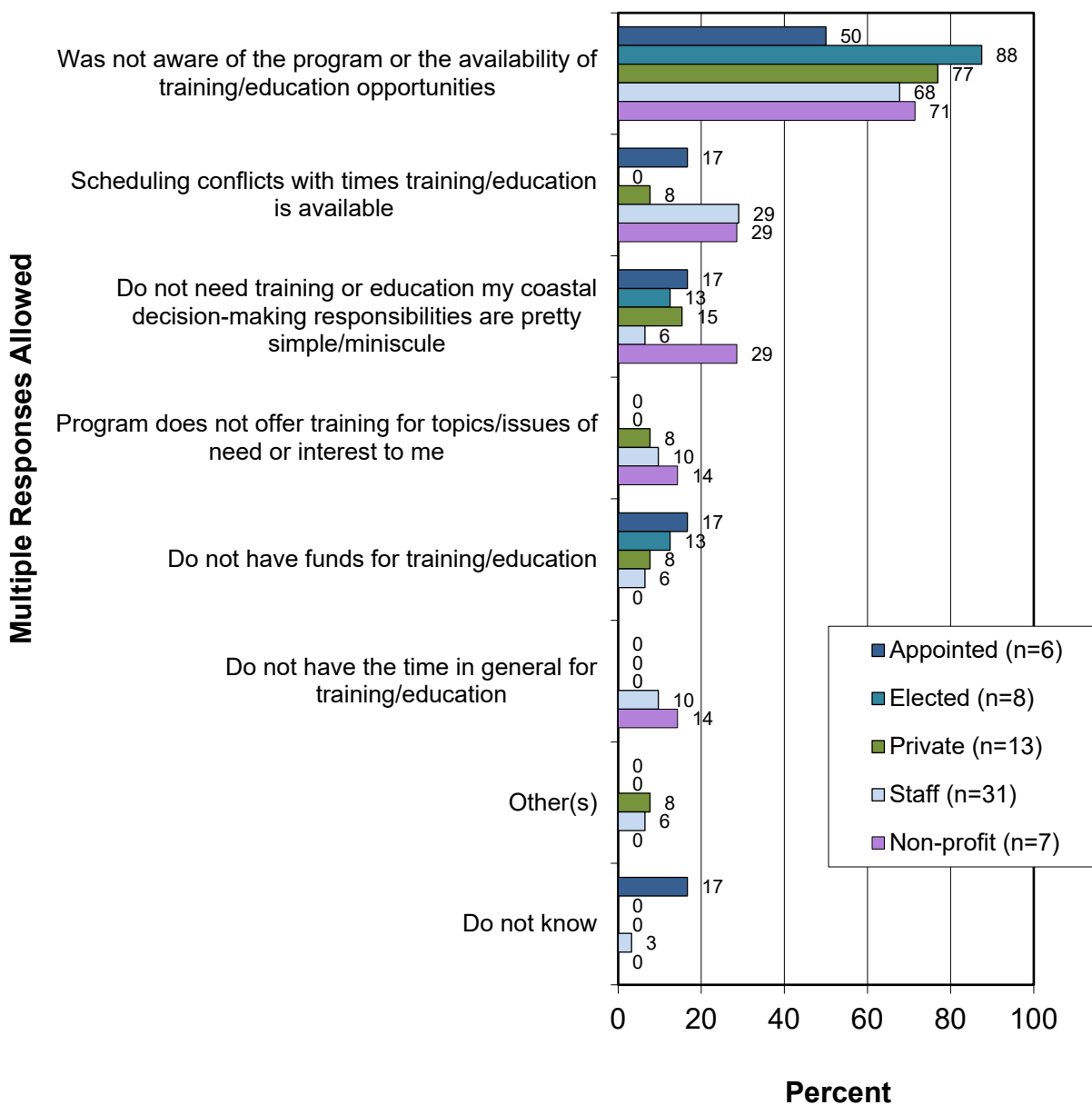
Among those who have not taken the CTP, the top reason for not taking the CTP by far was lack of awareness (67% of non-participants stated this). This was distantly followed by scheduling conflicts and that the training is not needed because their coastal decision-making responsibilities are minor.

Q31. What are the main reasons you have not participated in training or education through the North Inlet-Winyah Bay NERR Coastal Training Program? (Asked of those who did not receive or who do not know if they received training through the CTP.)



Lack of awareness was named as the top constraint to CTP participation by all positions; it was named most frequently by elected officials. Also, a substantial percentage of non-profit personnel stated that they did not participate because their coastal decision-making responsibilities are minor.

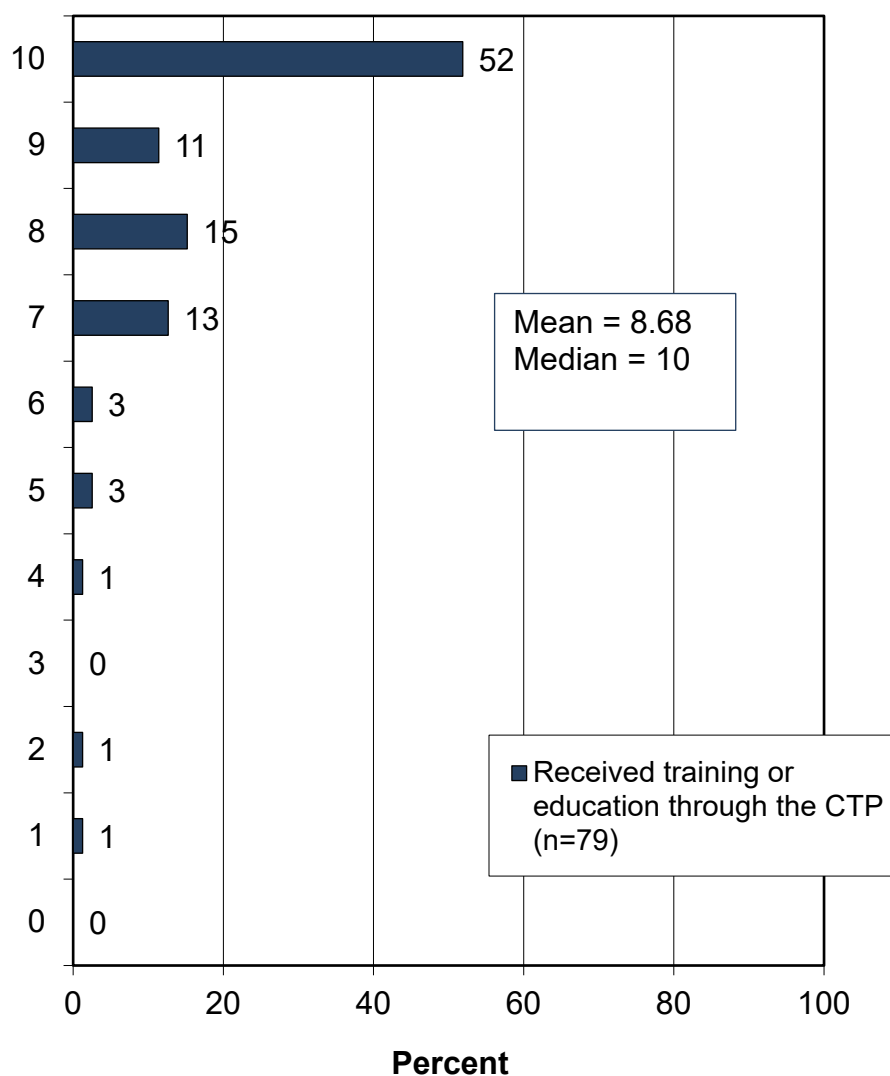
Q31. What are the main reasons you have not participated in training or education through the North Inlet-Winyah Bay NERR Coastal Training Program? (Asked of those who did not receive or who do not know if they received training through the CTP.)



INTEREST IN THE NORTH INLET-WINYAH BAY NERR COASTAL TRAINING PROGRAM

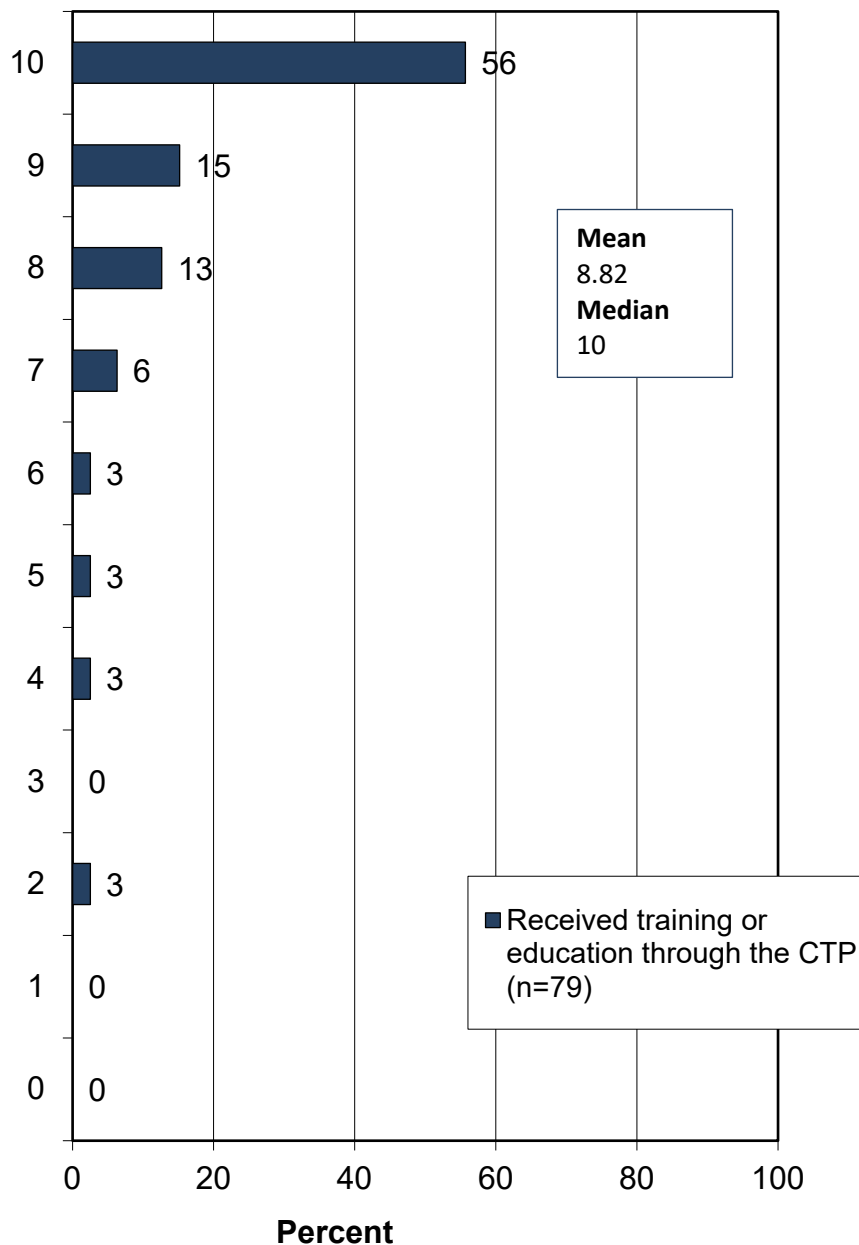
Those who took the CTP are largely *interested* in further training through the program, giving a mean rating of 8.68 and median rating of 10 out of 10. (Note that this is the same as the overall graph.)

Q27. How interested are you in participating in training or education through the North Inlet-Winyah Bay NERR Coastal Training Program in the future, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Asked of those who received training through the CTP.)

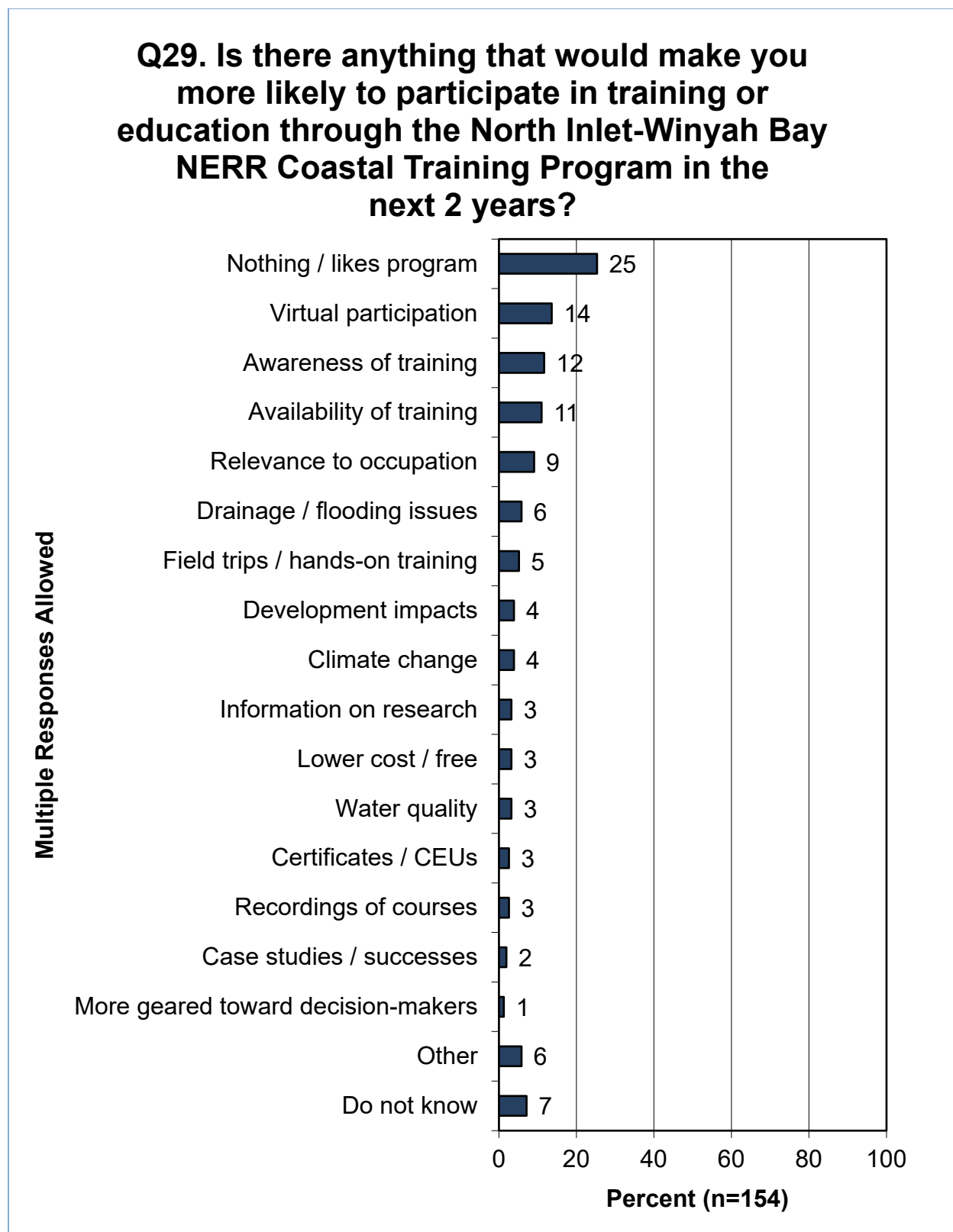


CTP participants are *likely* to take further training through the program in the next 2 years, giving a mean rating of 8.82 and a median rating of 10 out of 10. (Note that this is the same as the overall graph.)

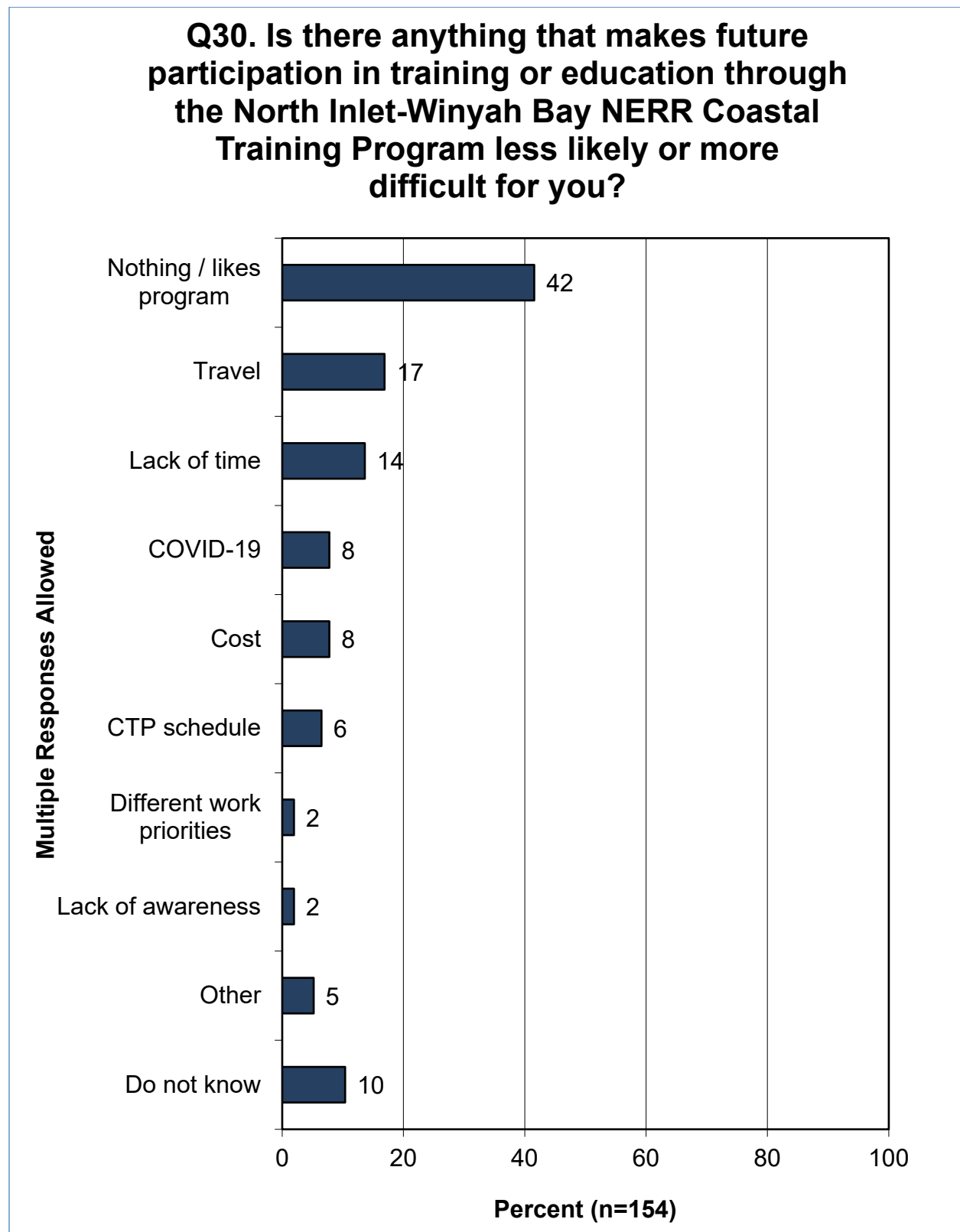
Q28. How likely are you to participate in training or education through the North Inlet-Winyah Bay NERR Coastal Training Program in the next 2 years, on a scale of 0 to 10, where 0 is not at all and 10 is extremely likely? (Asked of those who received training through the CTP.)



All coastal decision-makers were asked if anything would make them more likely to participate in the CTP in the next 2 years. The top response, at 25%, is that they like the program and additional incentives are not needed. This was followed by virtual participation, awareness of training, and availability of training.



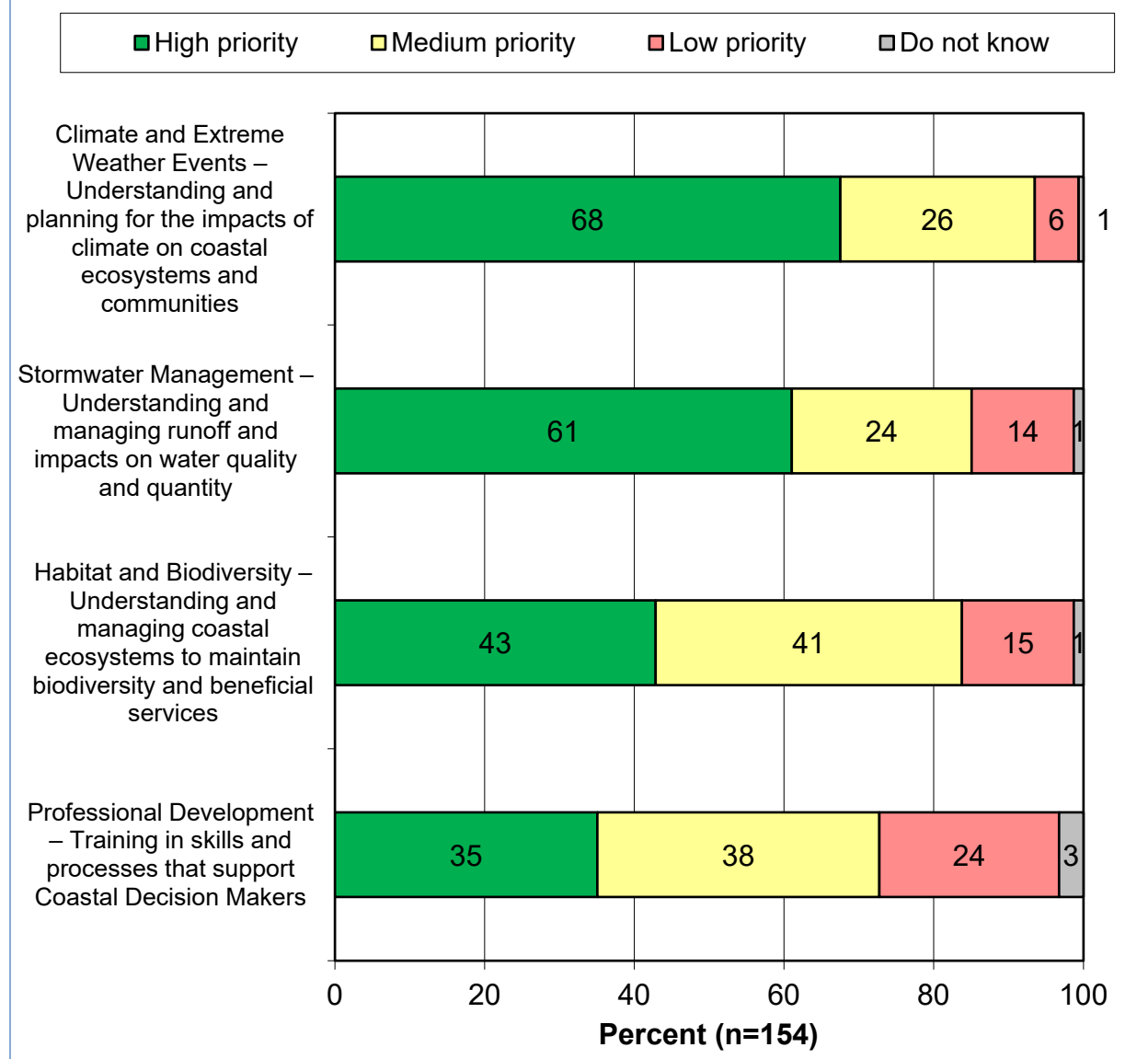
Coastal decision-makers were asked if anything makes future participation in the CTP less likely or more difficult. Again, the top response was “nothing / likes program” (42% stated this). Otherwise, the top constraints were travel, lack of time, COVID-19, cost, and the CTP schedule.



COASTAL TRAINING TOPICS

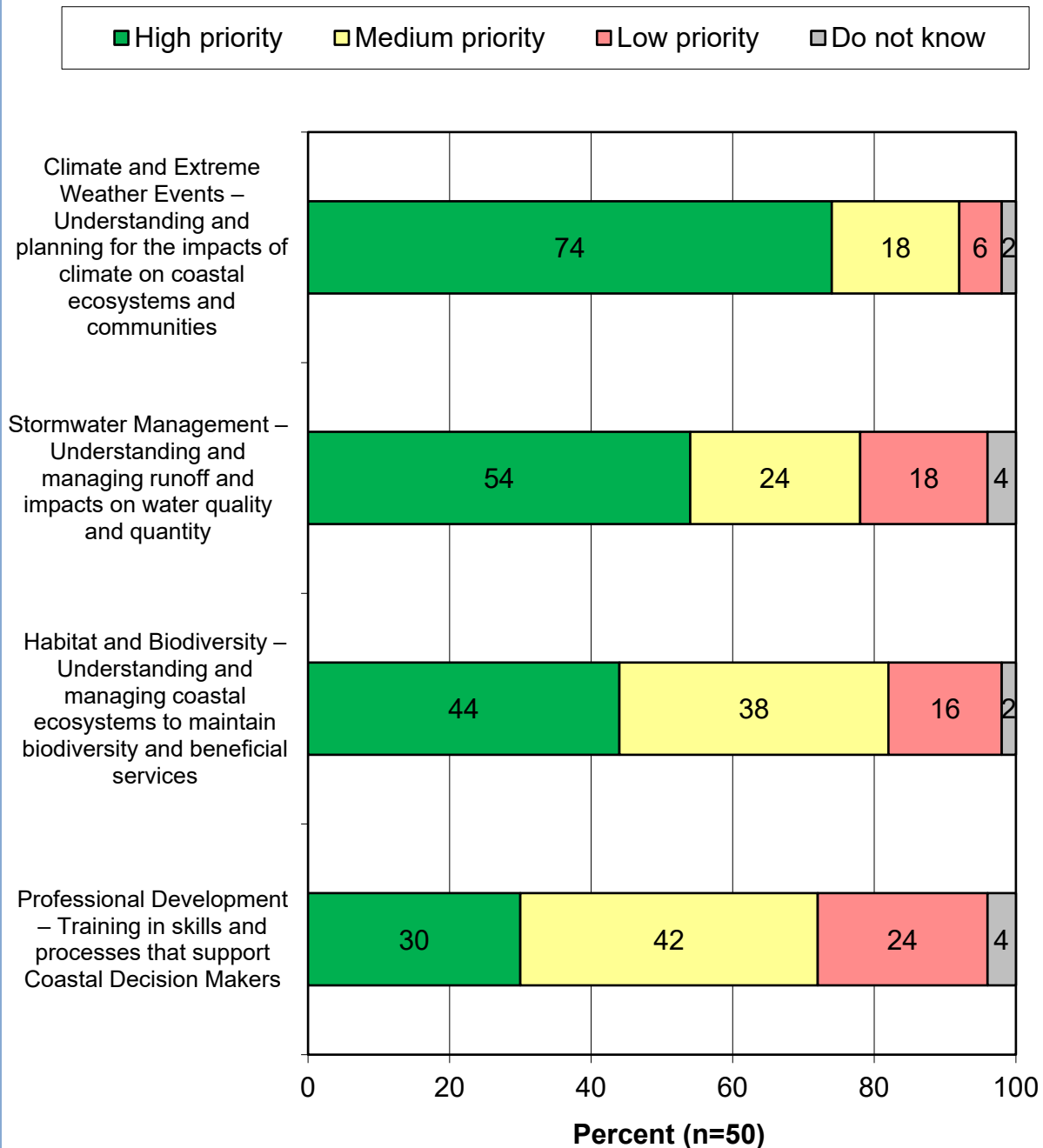
The survey asked coastal decision-makers to rate four training areas as high, medium, or low priorities for their coastal training needs. In descending order of high priority ratings, the training areas are climate and extreme weather events (68% rated this a high priority), stormwater management (61%), habitat and biodiversity (43%), and professional development (35%). Demographic analysis graphs are included with the other crosstabulations for each training area.

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests:



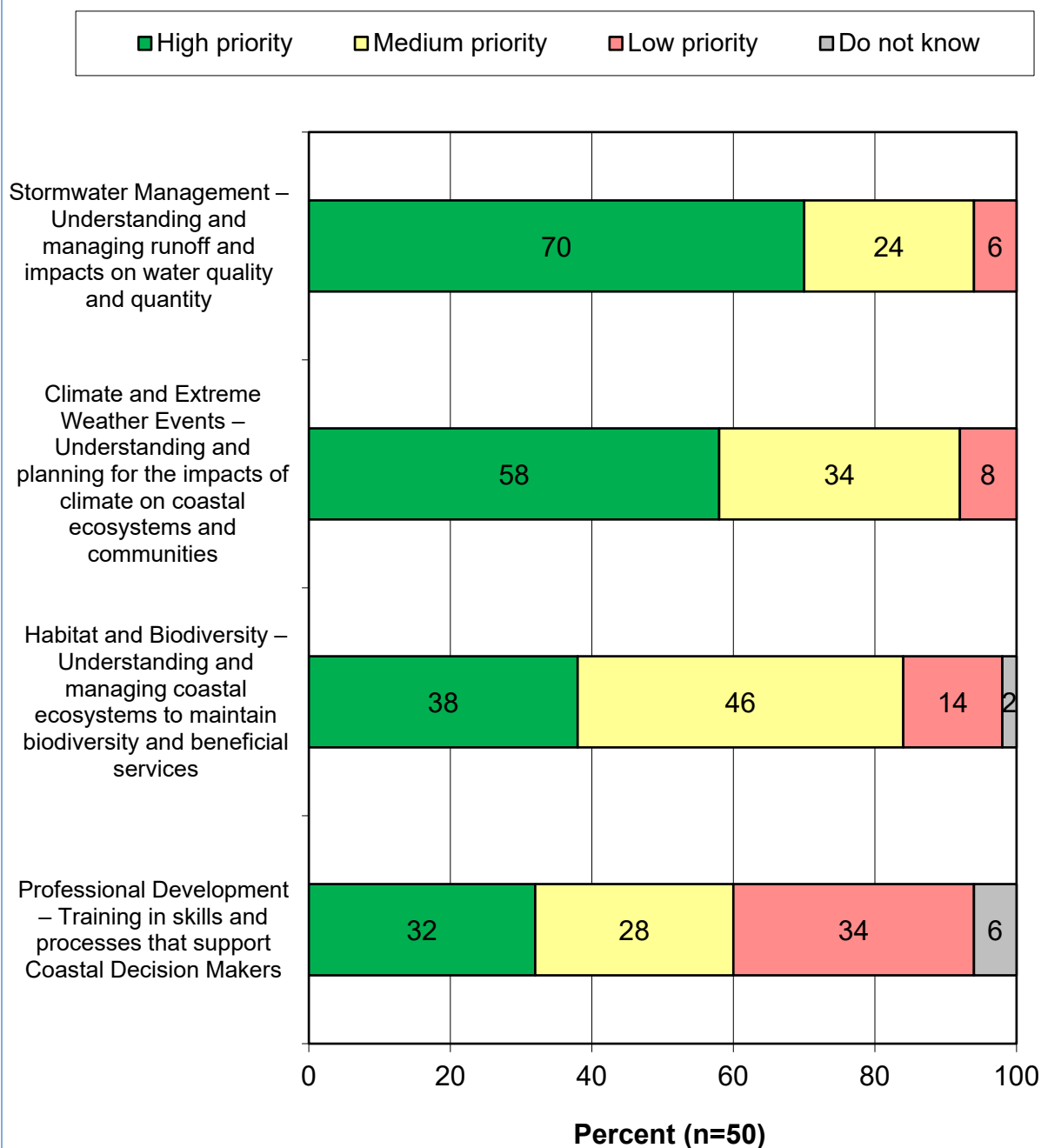
A large majority of Georgetown County coastal decision-makers (74%) consider climate and extreme weather events to be a high training priority, and a slight majority (54%) consider stormwater management to be a high priority. (This group does not include decision-makers who also have responsibilities in Horry County.)

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Georgetown County)



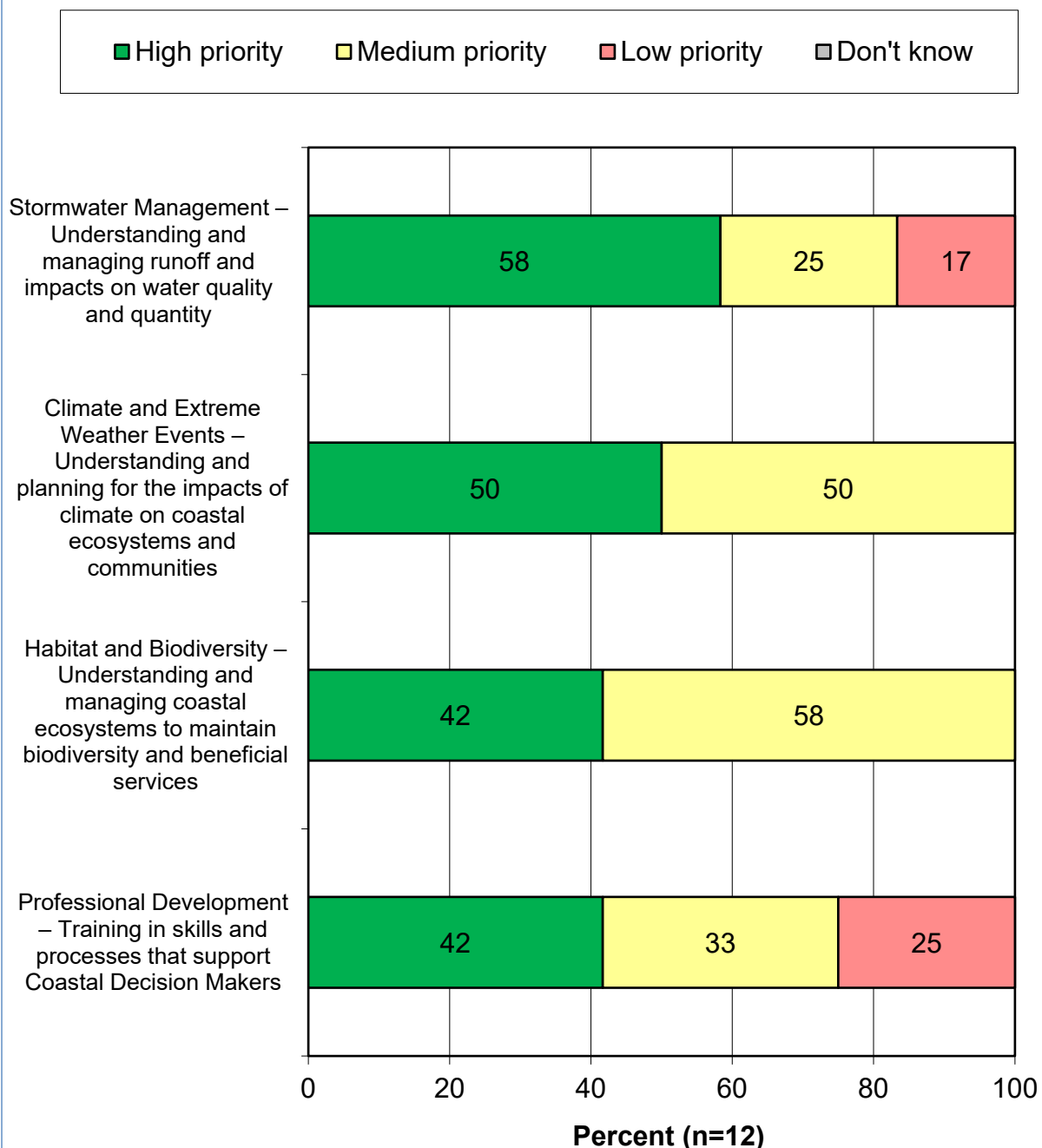
A large majority of Horry County decision-makers (70%) consider stormwater management to be a high training priority, and a majority (58%) consider climate and extreme weather events to be a high priority. (This group does not include decision-makers who also have responsibilities in Georgetown County.)

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Horry County)



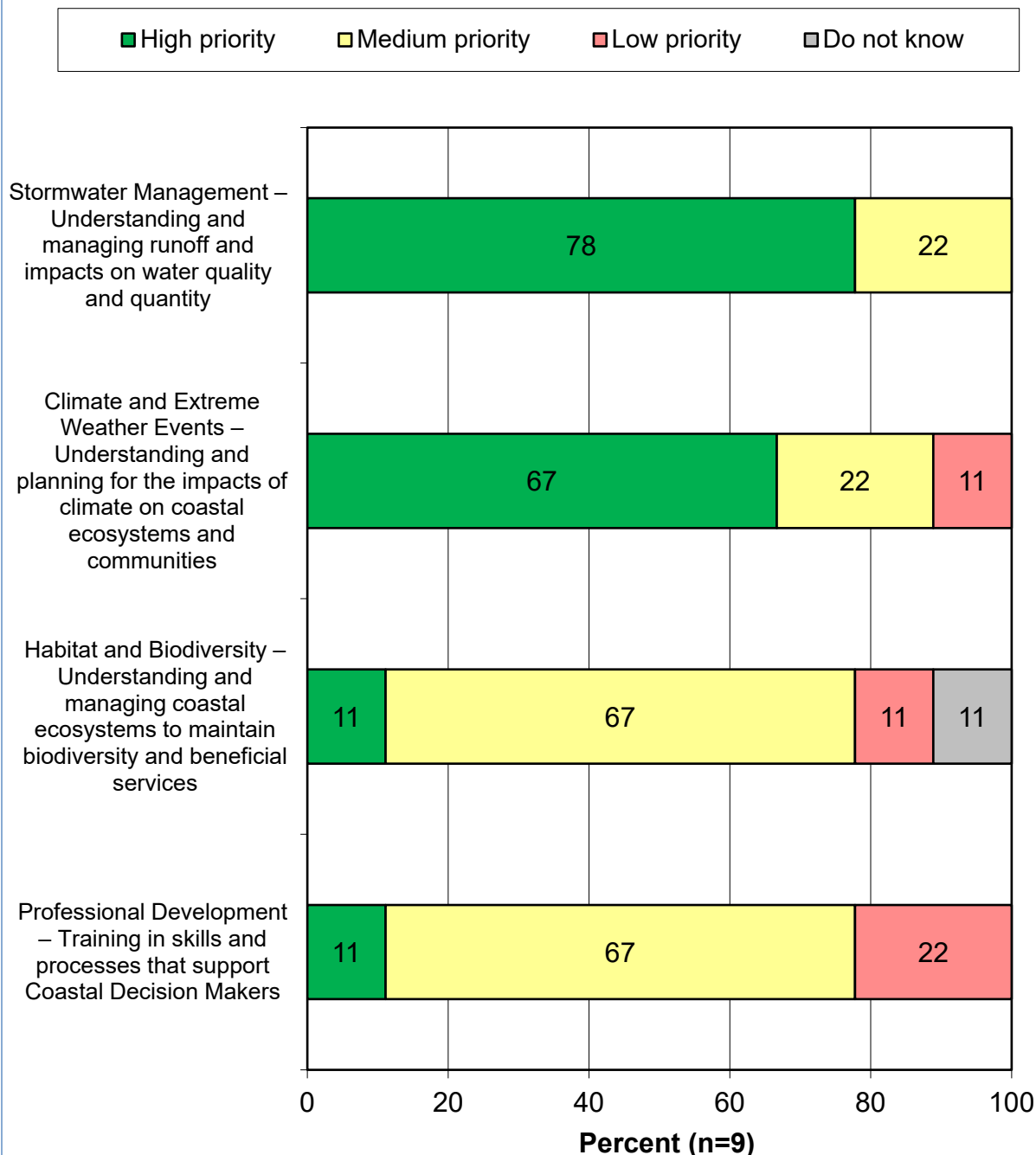
Appointed officials consider stormwater management to be the highest training priority (58% rated it as a high priority), followed by climate and extreme weather events (50%).

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Appointed)



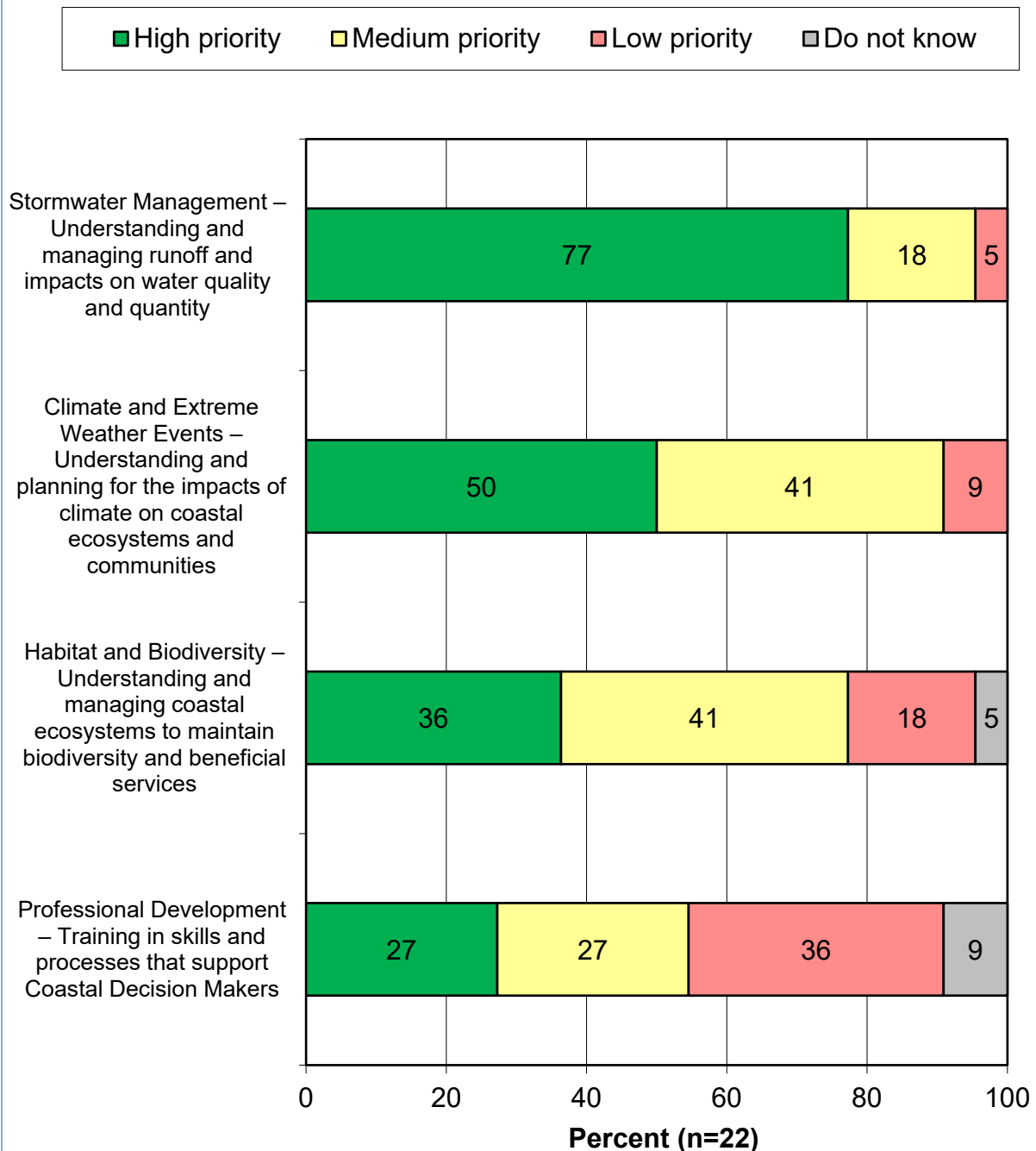
Elected officials consider stormwater management to be the highest training priority (78% rated it as a high priority), followed by climate and extreme weather events (67%).

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Elected)



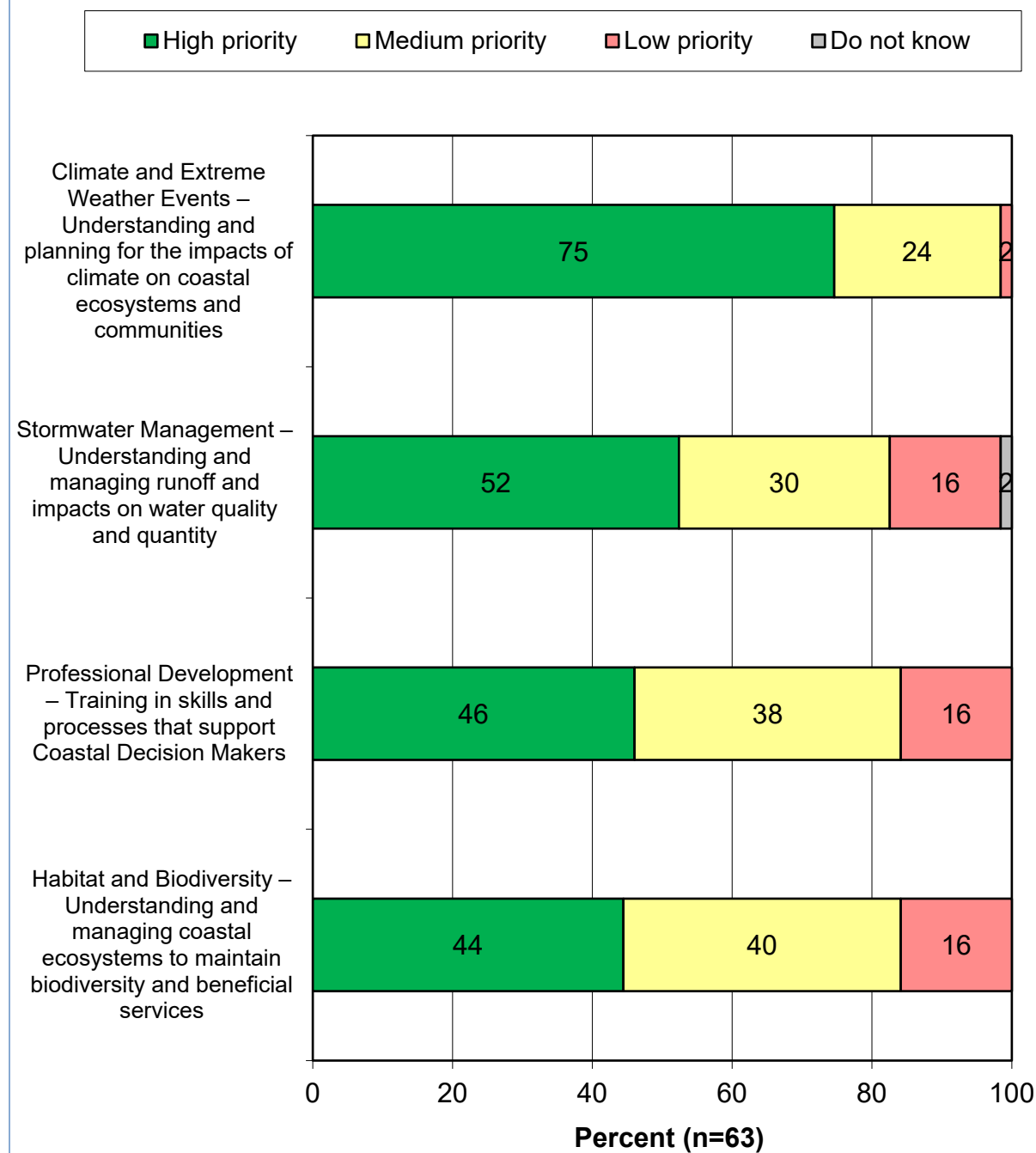
Private business employees consider stormwater management to be the highest training priority (77% rated it as a high priority), distantly followed by climate and extreme weather events (50%).

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Private)



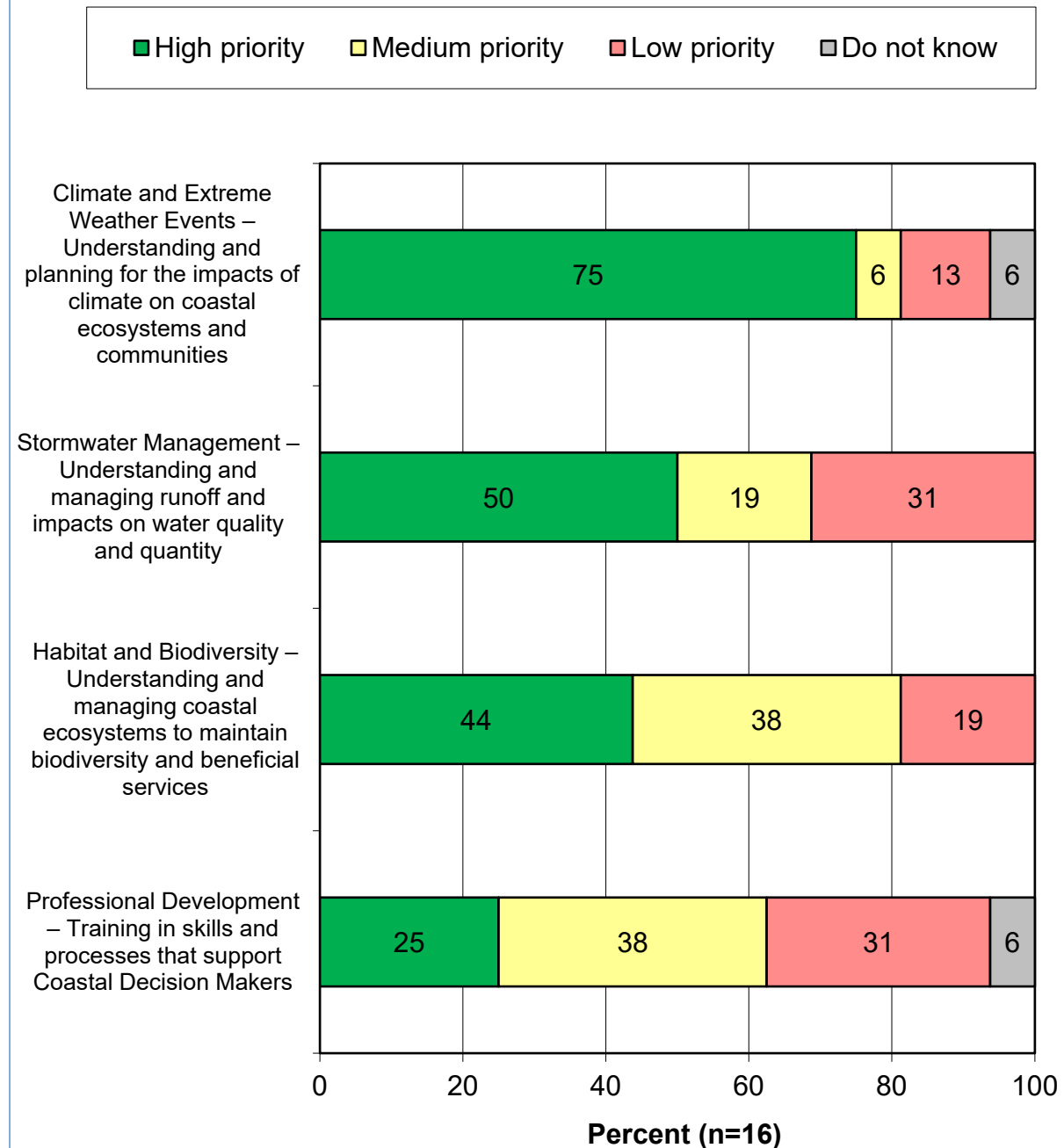
Government or agency staff consider climate and extreme weather events to be the highest training priority (75% rated it as a high priority), distantly followed by stormwater management (52%).

Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Staff)

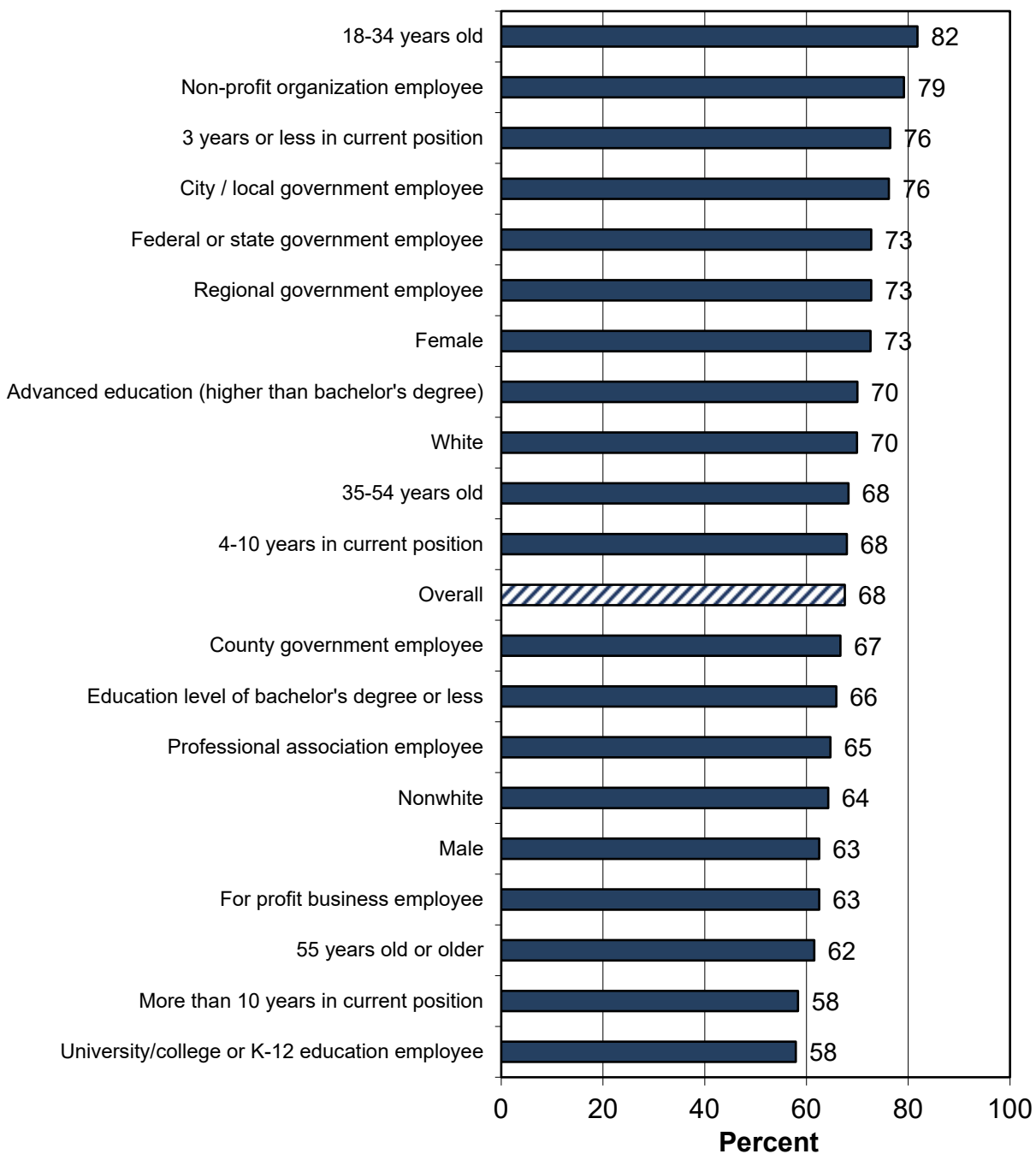


Non-profit personnel consider climate and extreme weather events to be the highest training priority (75% rated it as a high priority), distantly followed by stormwater management (50%).

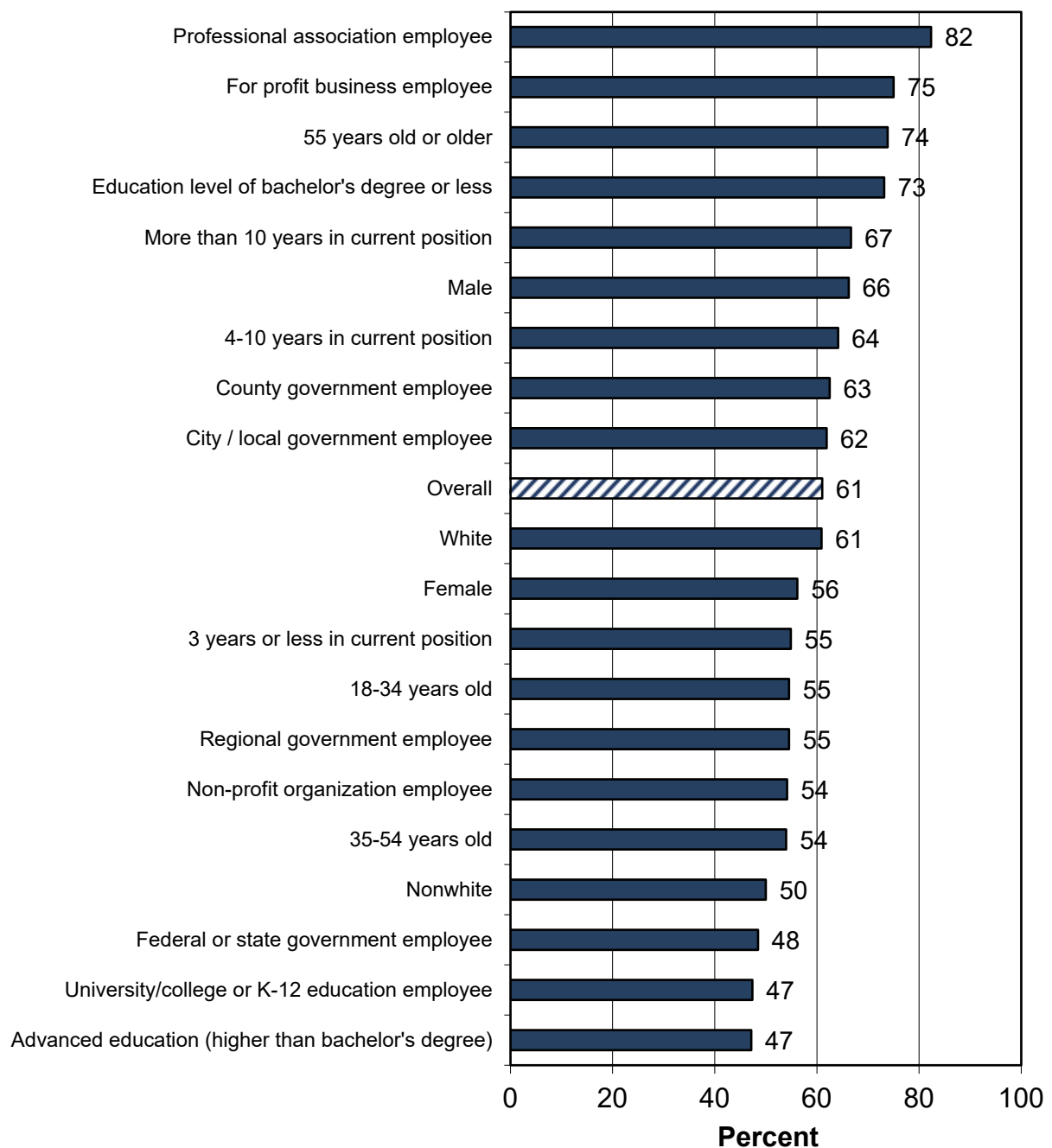
Q32. Please indicate whether you consider each of the following a high, medium, or low priority for your coastal training/education needs or interests: (Non-profit)



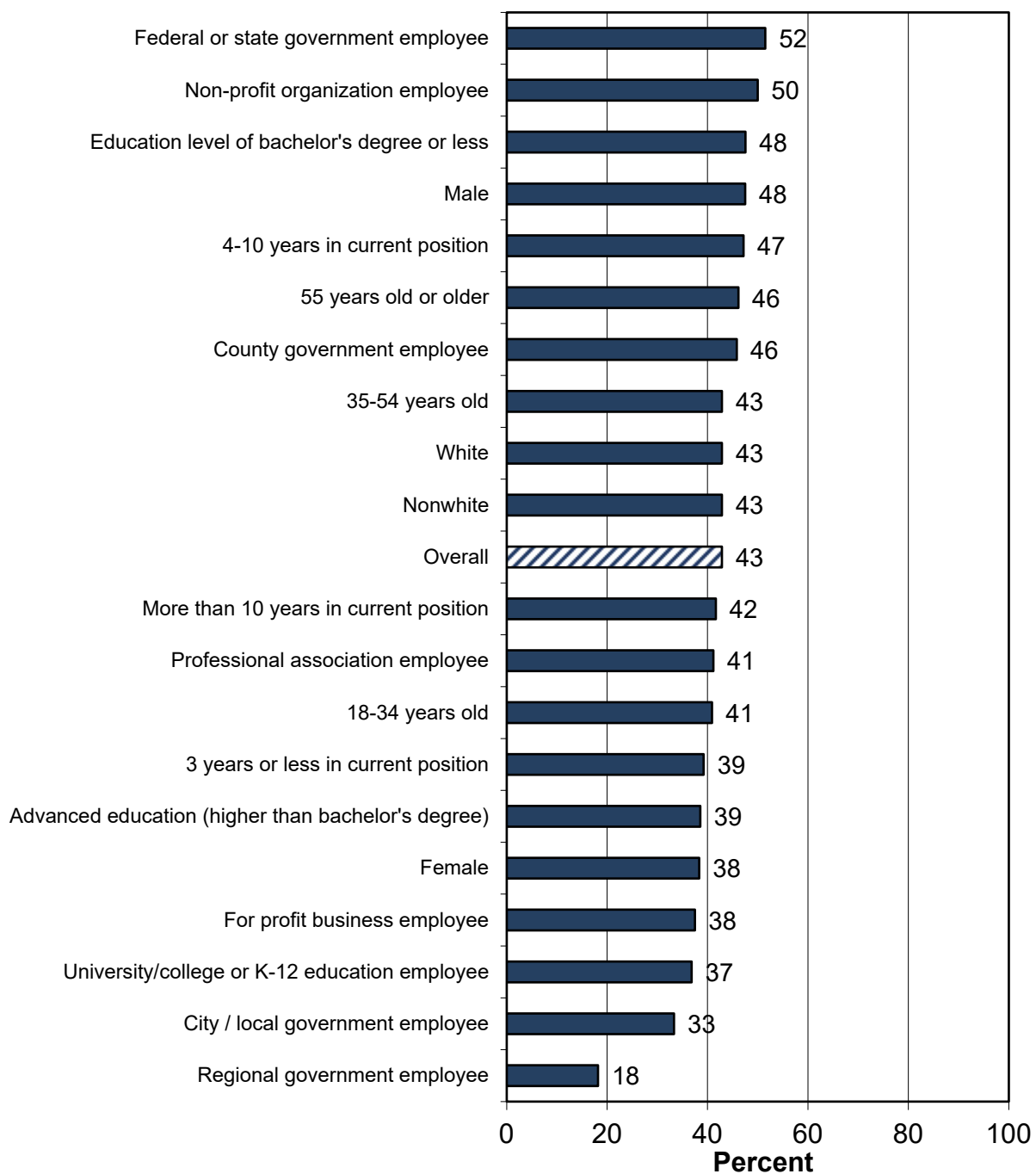
Percent of each of the following groups who consider climate and extreme weather events to be a high priority for their coastal training needs:



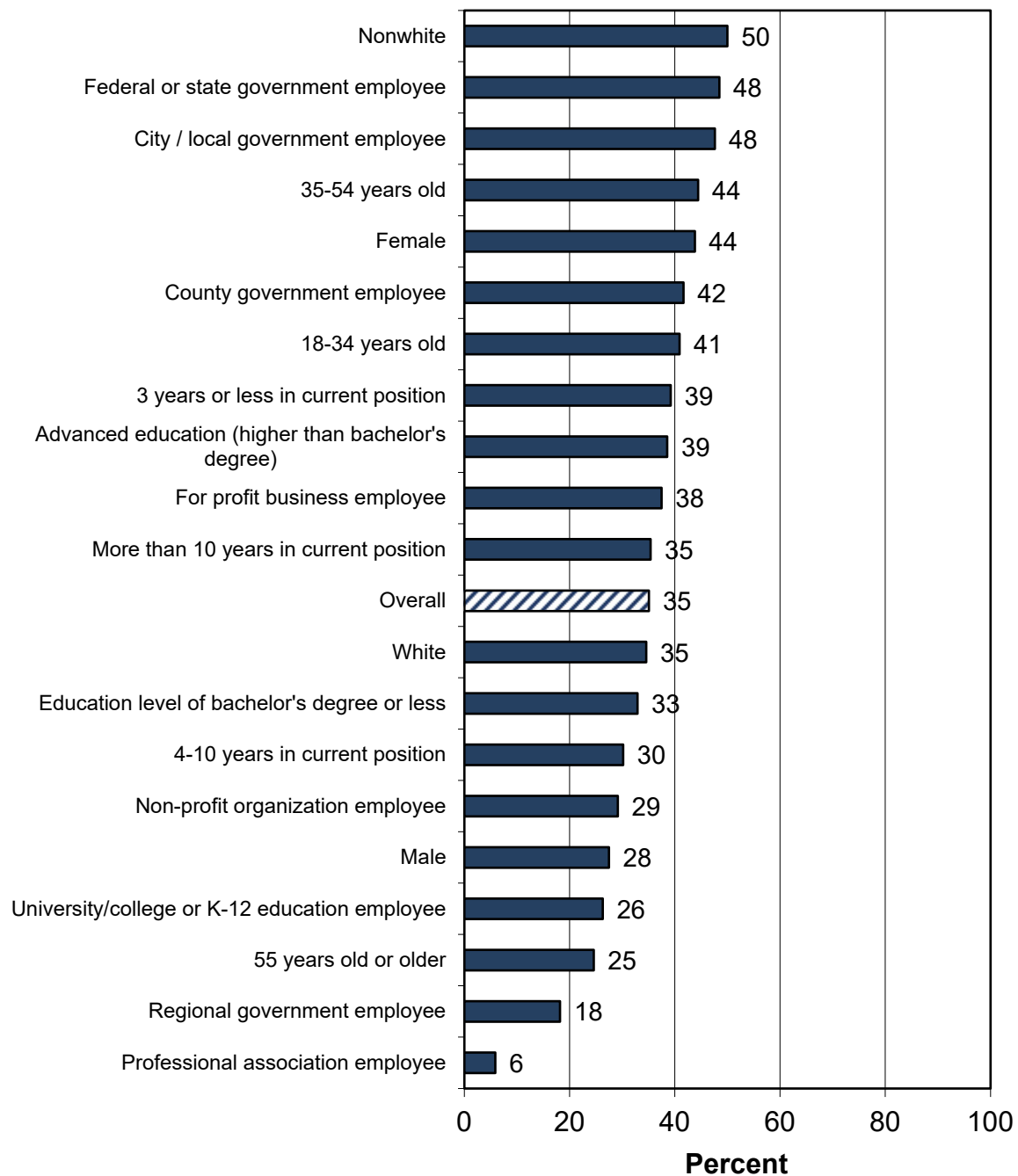
Percent of each of the following groups who consider stormwater management to be a high priority for their coastal training needs:



Percent of each of the following groups who consider habitat and biodiversity to be a high priority for their coastal training needs:

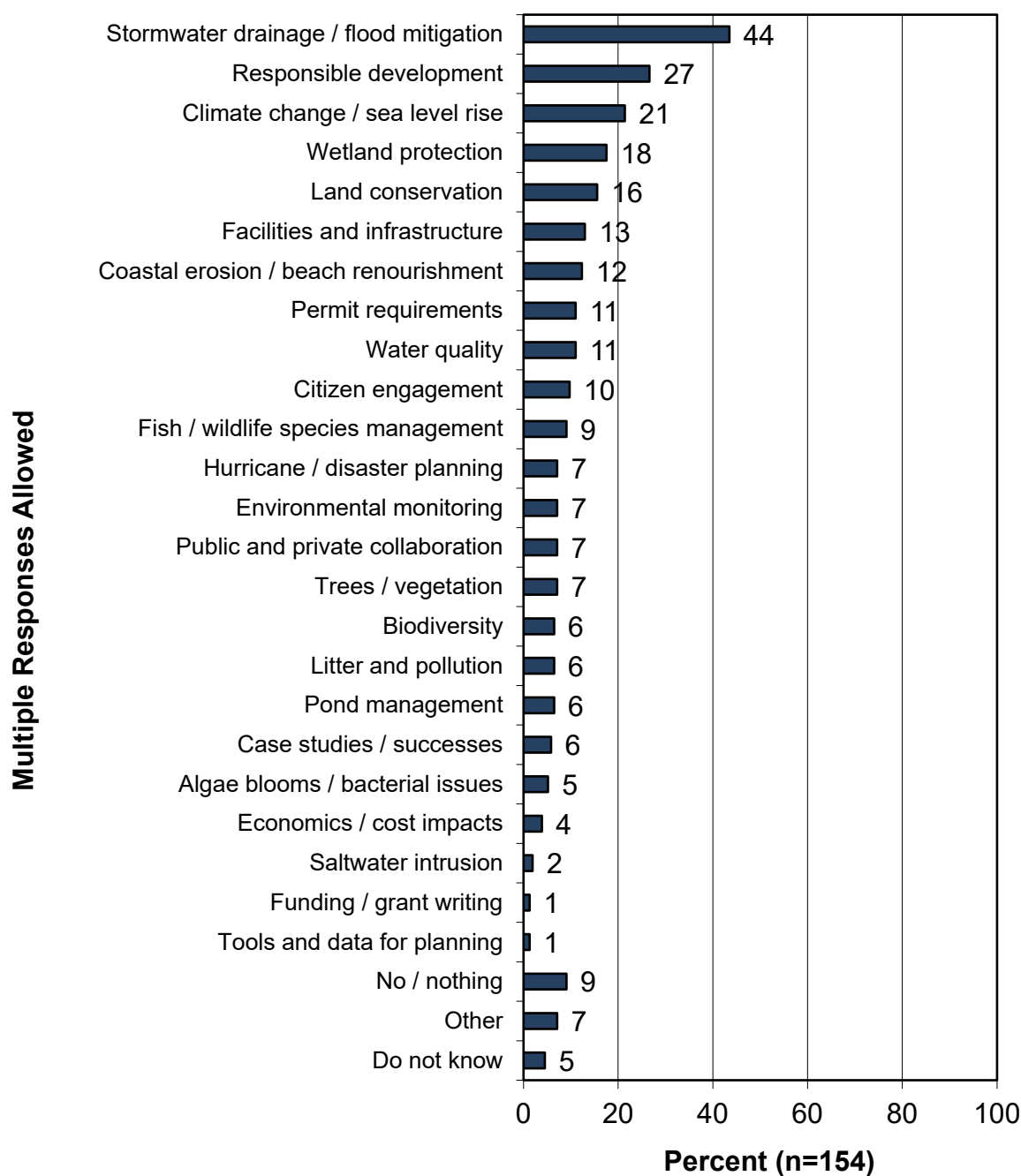


Percent of each of the following groups who consider professional development to be a high priority for their coastal training needs:

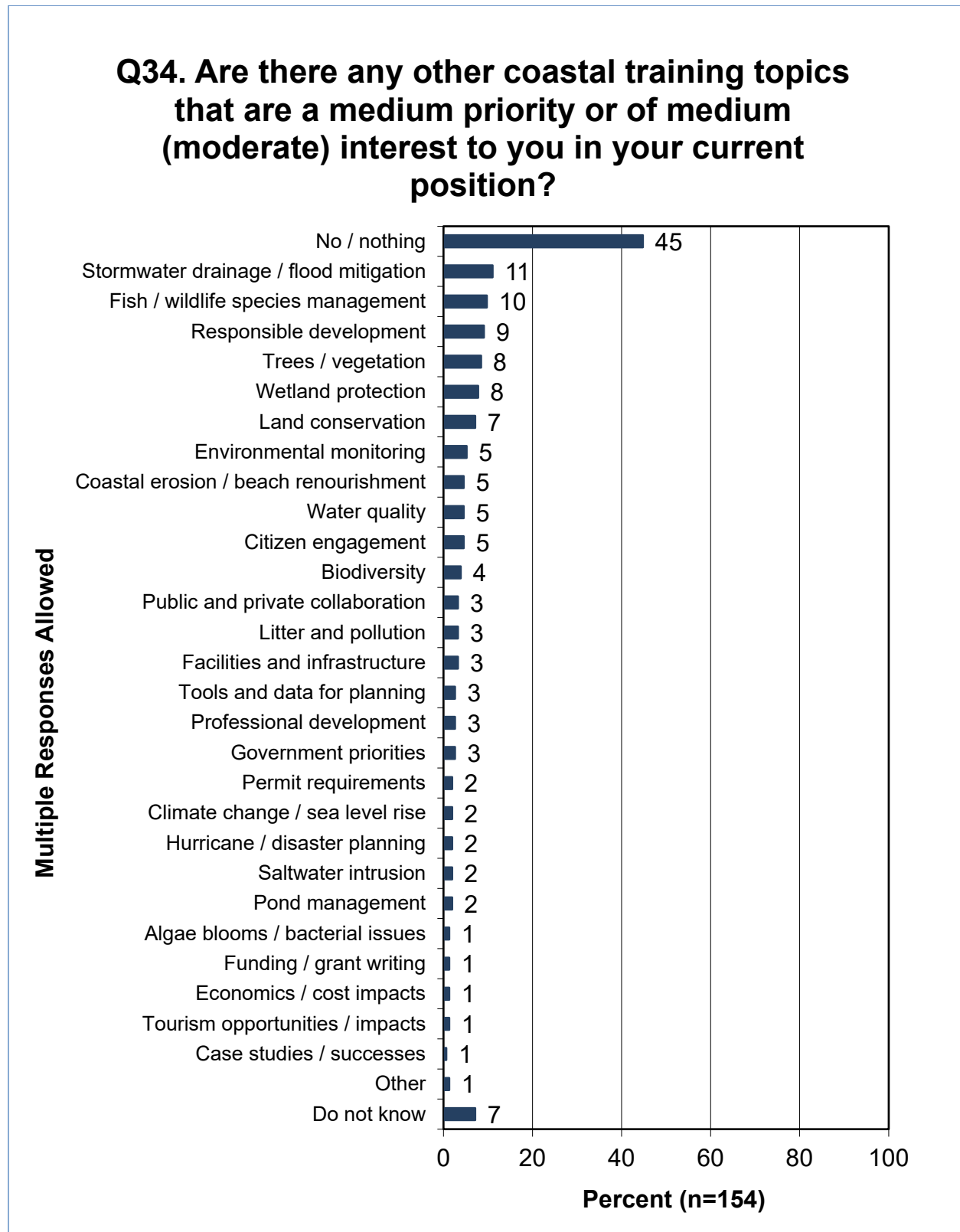


In open-ended questioning, coastal decision-makers could name up to 10 high priority topic areas that they have for coastal training. The top response was stormwater drainage or flood mitigation (44% named this), followed by responsible development (27%), climate change (21%), wetland protection (18%), and land conservation (16%).

Q33. Please enter the high priority topic areas you have for coastal training.

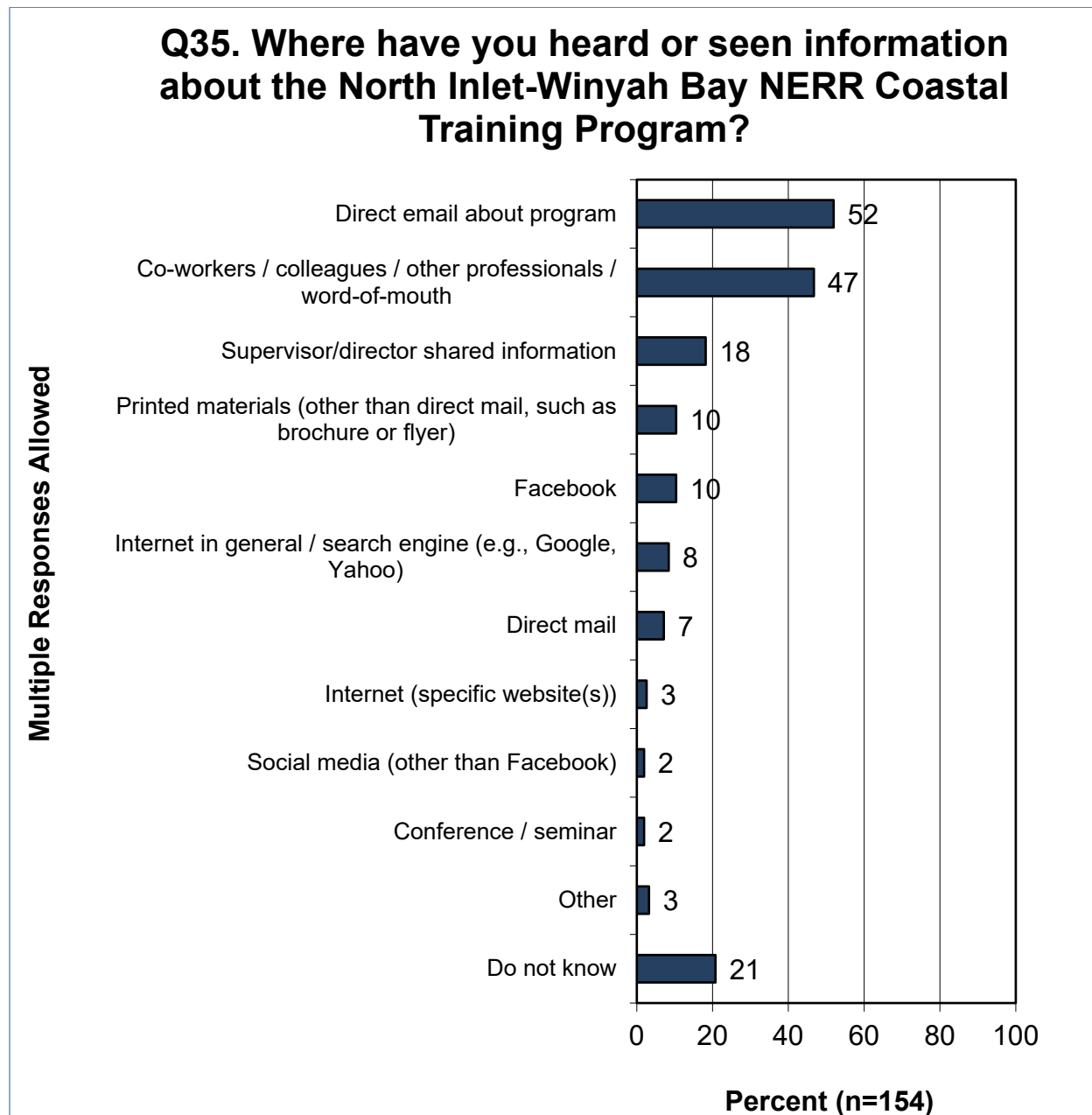


Likewise, coastal decision-makers could name up to 10 medium priority topic areas. Nearly half of coastal decision-makers (45%) did not have any topics to add; otherwise, suggestions are shown below.

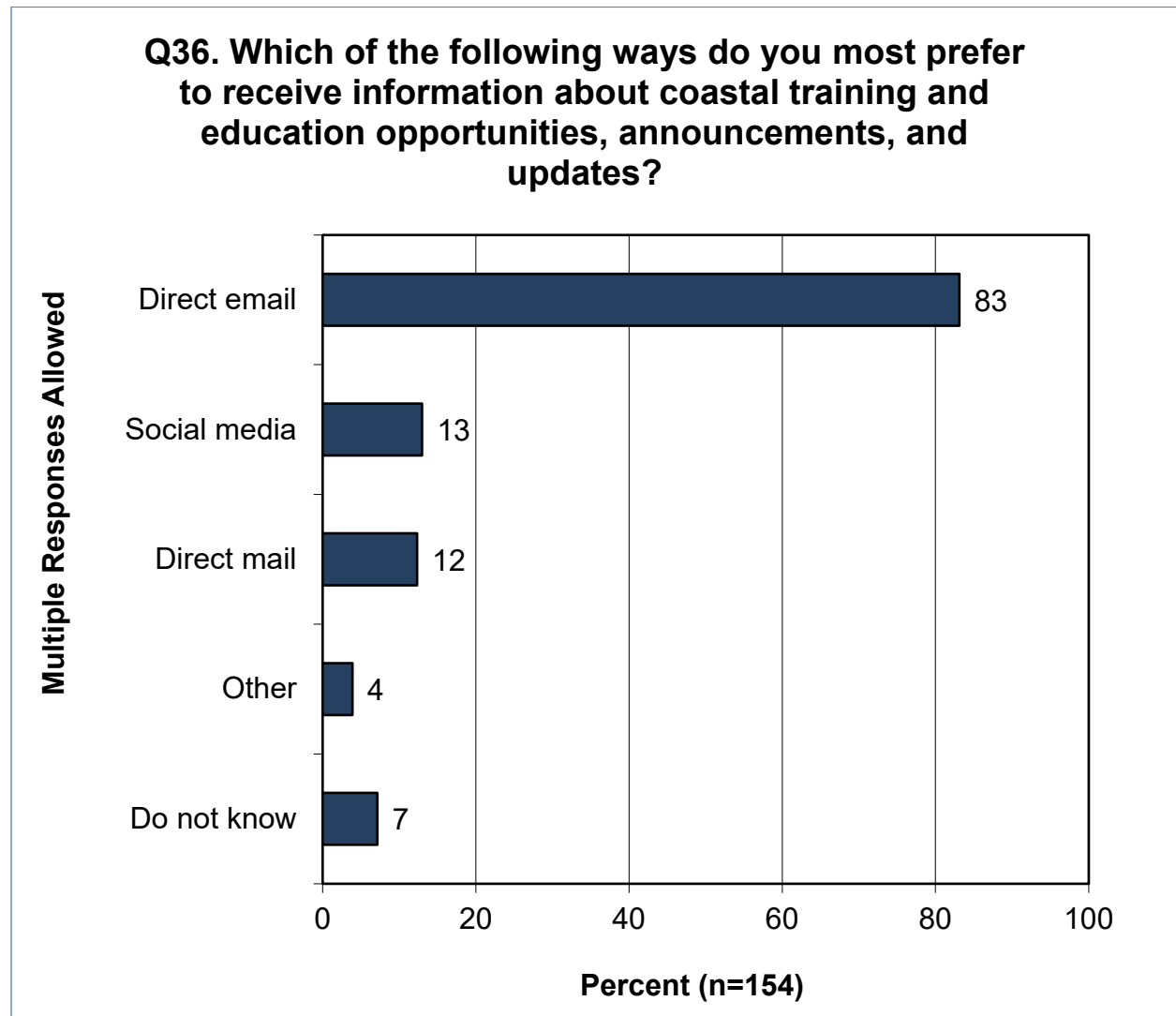


SOURCES OF INFORMATION

Coastal decision-makers were most likely to learn about the North Inlet-Winyah Bay NERR Coastal Training Program through a direct email about the program (52% stated this) or through co-workers, colleagues, or other word-of-mouth (47%).



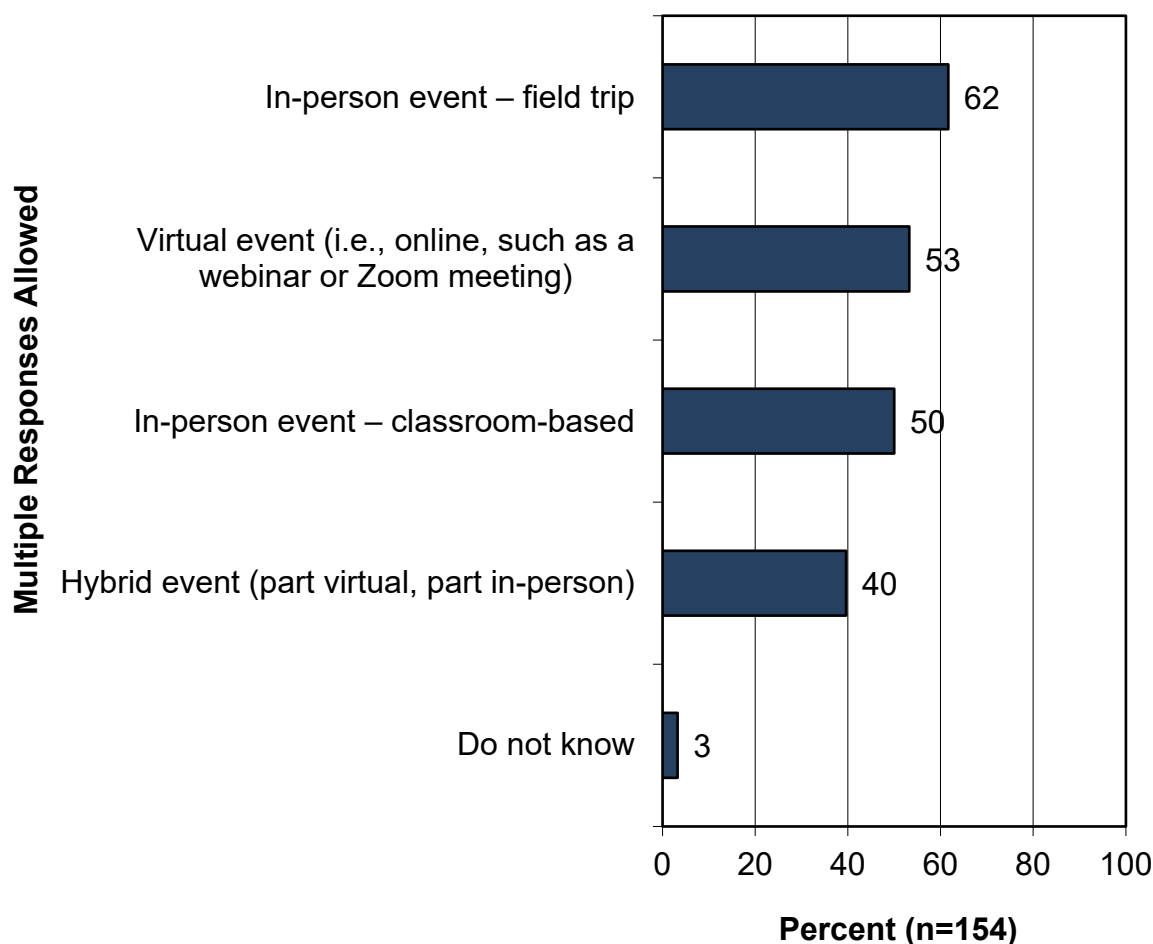
Most coastal decision-makers (83%) prefer to receive information about coastal training opportunities through direct email.



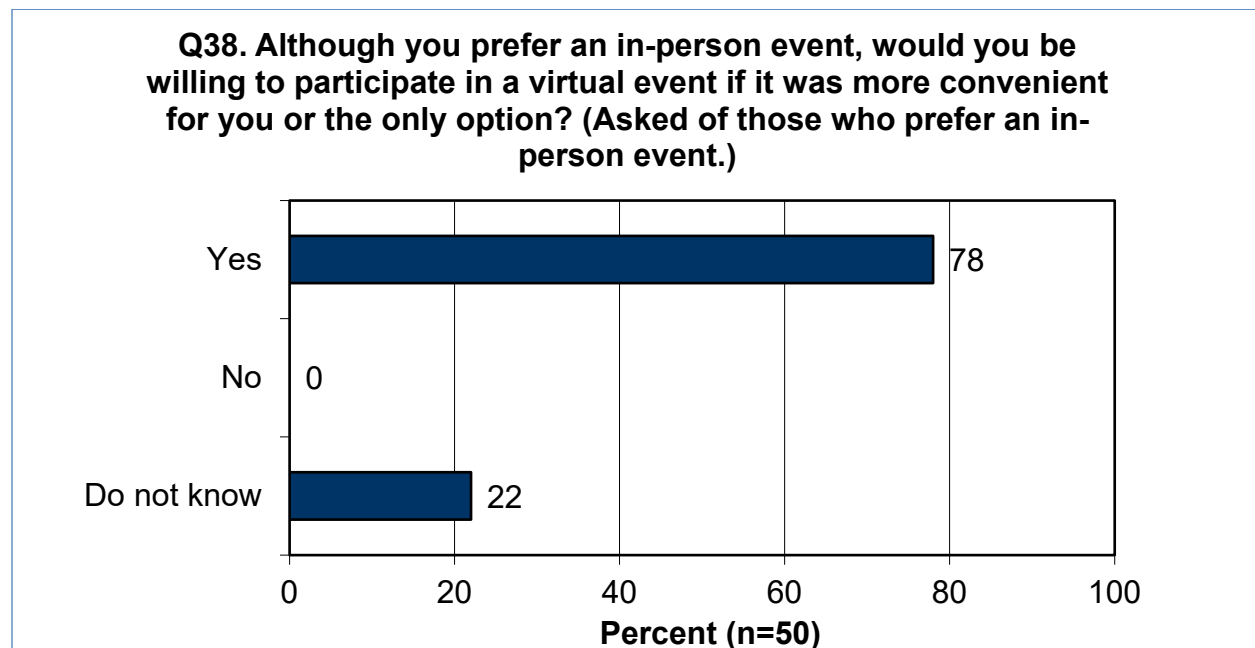
COASTAL TRAINING COMMUNICATION AND DELIVERY PREFERENCES

The survey asked coastal decision-makers, if they were willing to participate in coastal training in the next 2 years, if they prefer an in-person or virtual event. In descending order, the preferences are an in-person field trip (62% selected this), a virtual event (53%), an in-person event that is classroom-based (50%), and a hybrid event that is part virtual, part in-person (40%). Respondents could select multiple preferences.

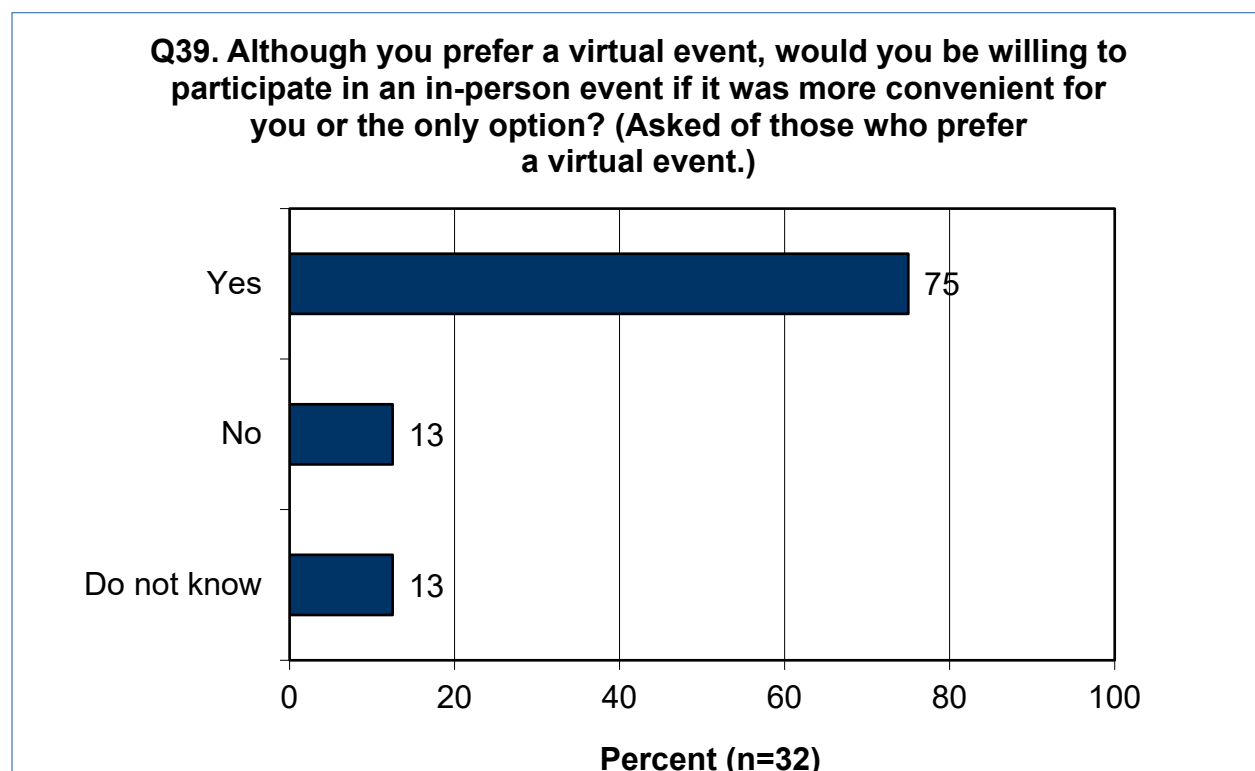
Q37. If you were willing and able to participate in in a coastal training and education session or event in the next 2 years, which of the following would you prefer, an in-person or virtual event?



The vast majority of those who prefer an in-person event (78%) would be willing to participate in a virtual event if it was more convenient or the only option. Note that the remainder (22%) replied with “do not know” rather than “no.”

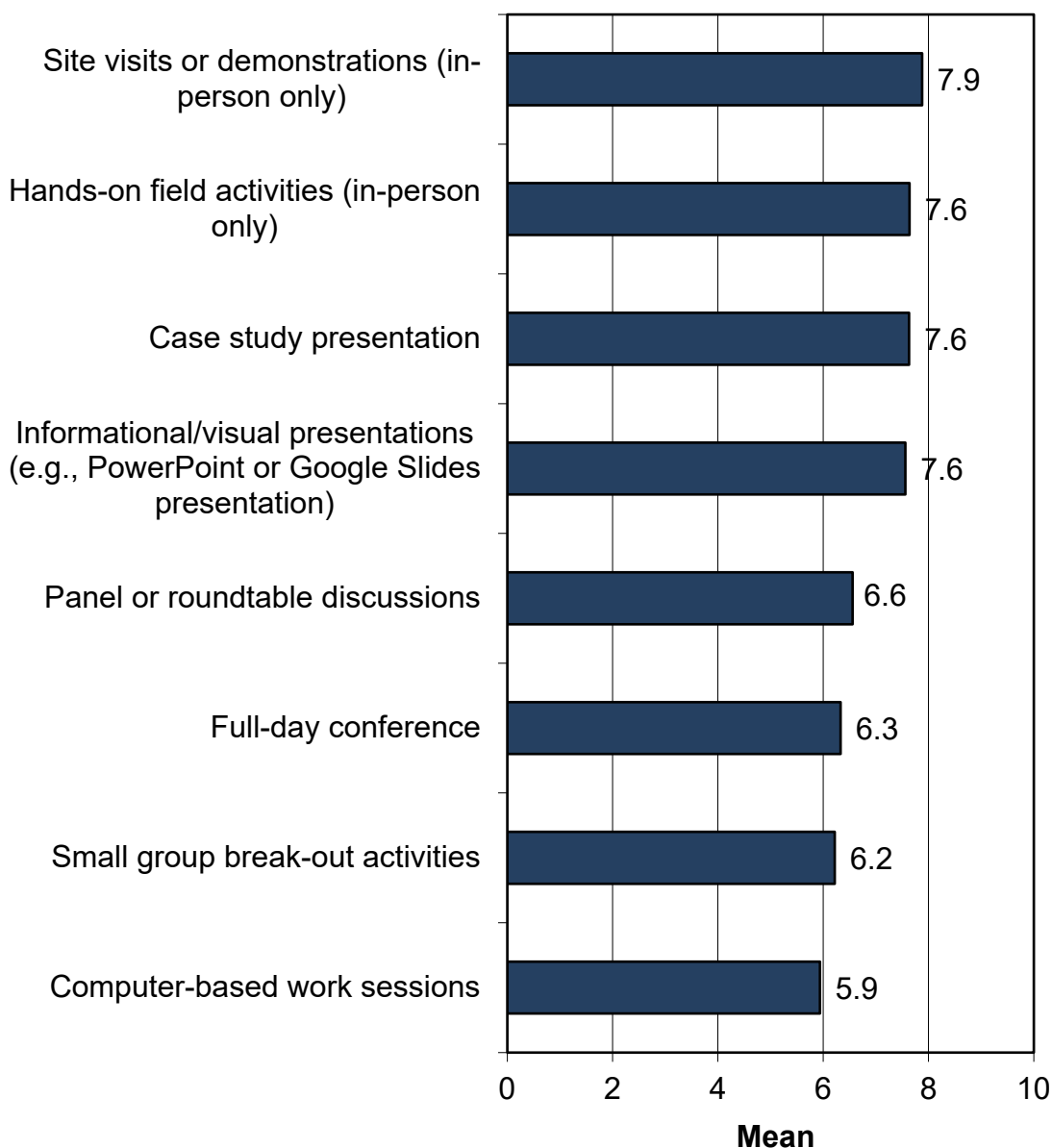


Three quarters of those who prefer a virtual event (75%) would be willing to participate in an in-person event if it was more convenient or the only option, while 13% would not and 13% do not know.

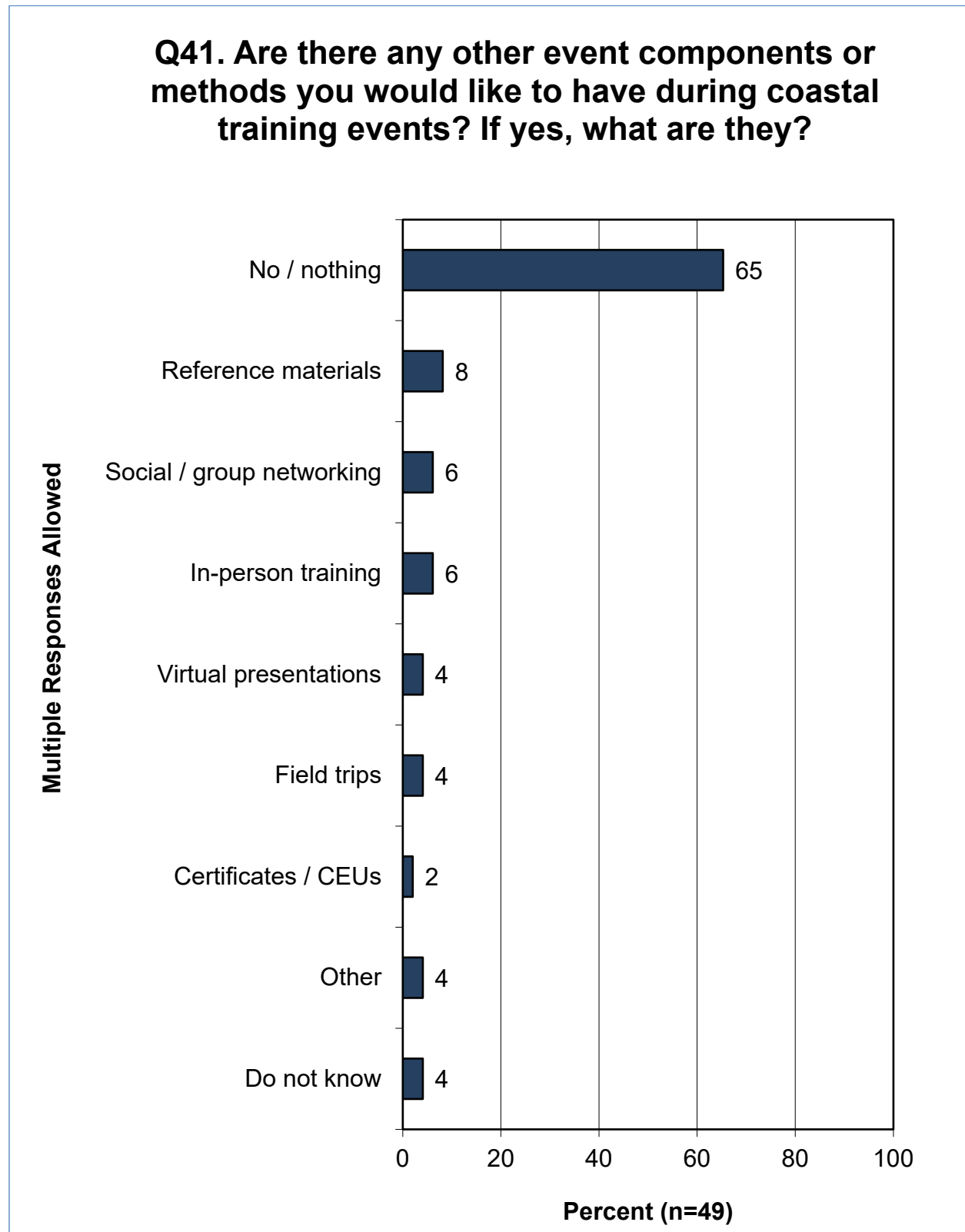


Coastal decision-makers were presented with a series of 8 components of training programs and were asked to rate the importance of each, on a scale of 0 to 10. The top-rated components, with mean ratings ranging from 7.6 to 7.9, are site visits or demonstrations, hands-on field activities, case study presentations, and informational or visual presentations. The components in the lower half, with mean ratings ranging from 5.9 to 6.6, are panel or roundtable discussions, full-day conferences, small group break-out activities, and computer-based work sessions.

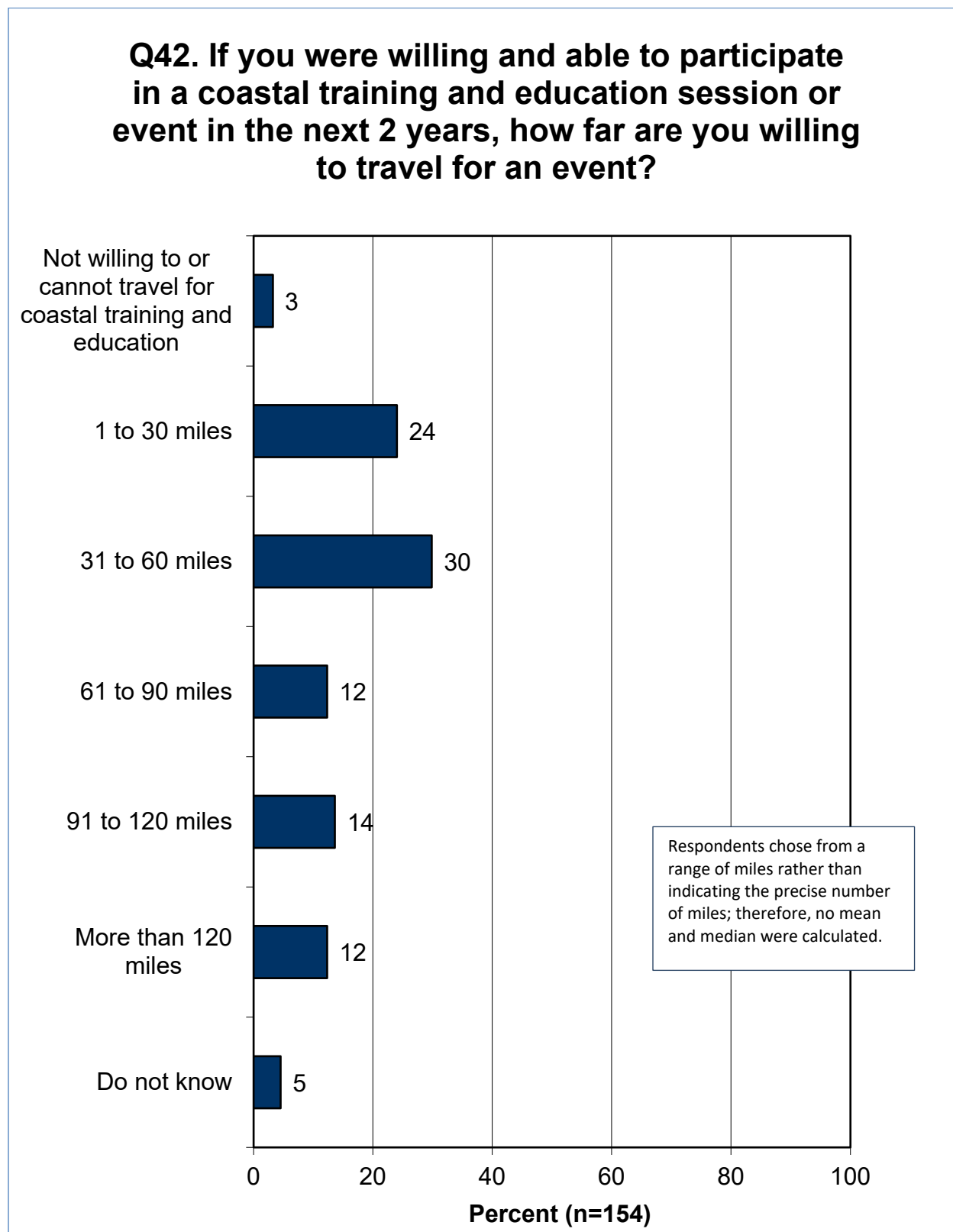
Q40. Please rate each of the following in terms of their value to you as part of a coastal training event, on a scale of 0 to 10, where 0 is no value at all and 10 is extremely valuable:



Nearly two thirds of coastal decision-makers (65%) did not name any other components that they would like to include in coastal training events.

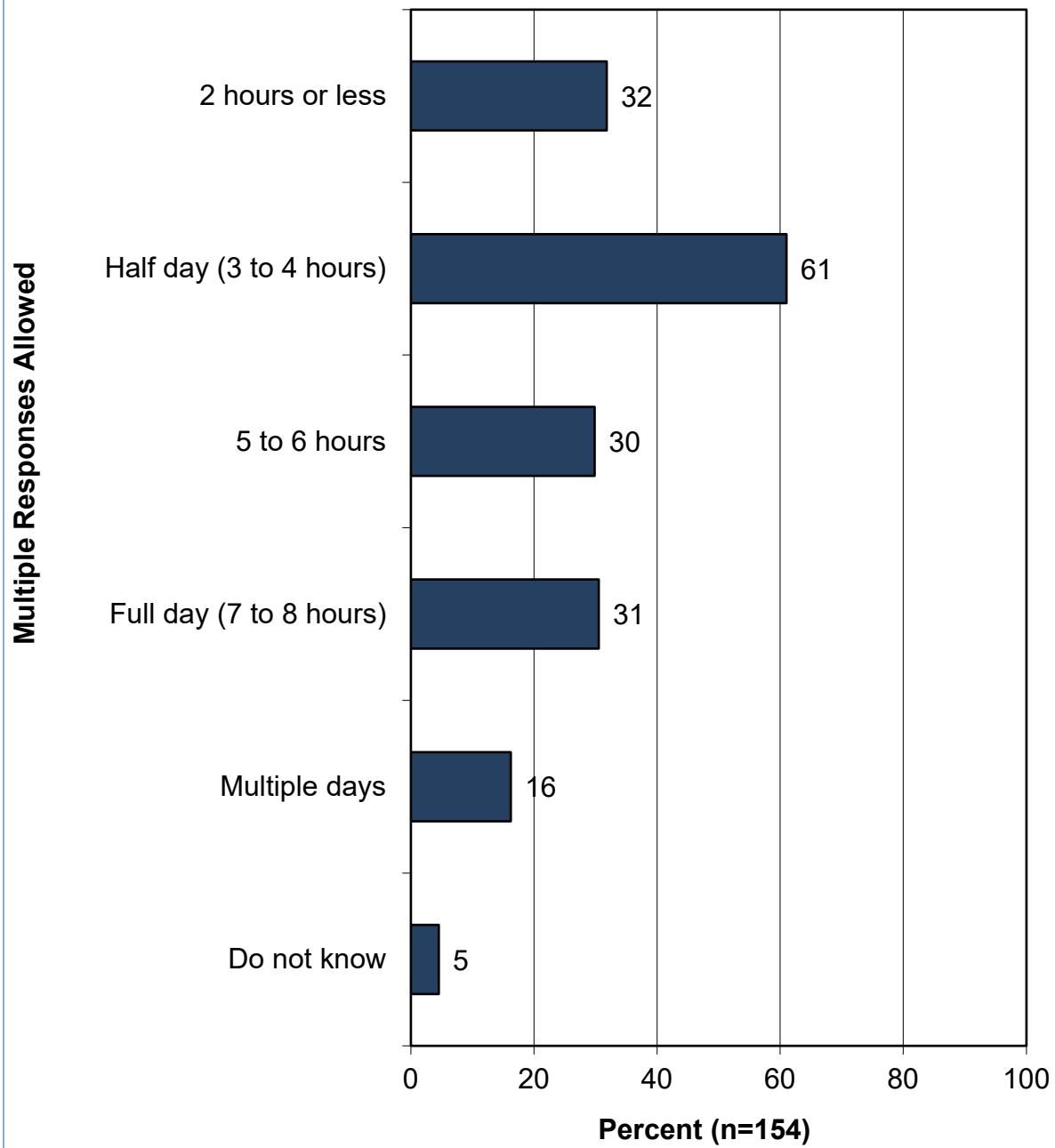


Nearly all coastal decision-makers are willing to travel up to 30 miles for coastal training, while 68% are willing to travel up to 60 miles.

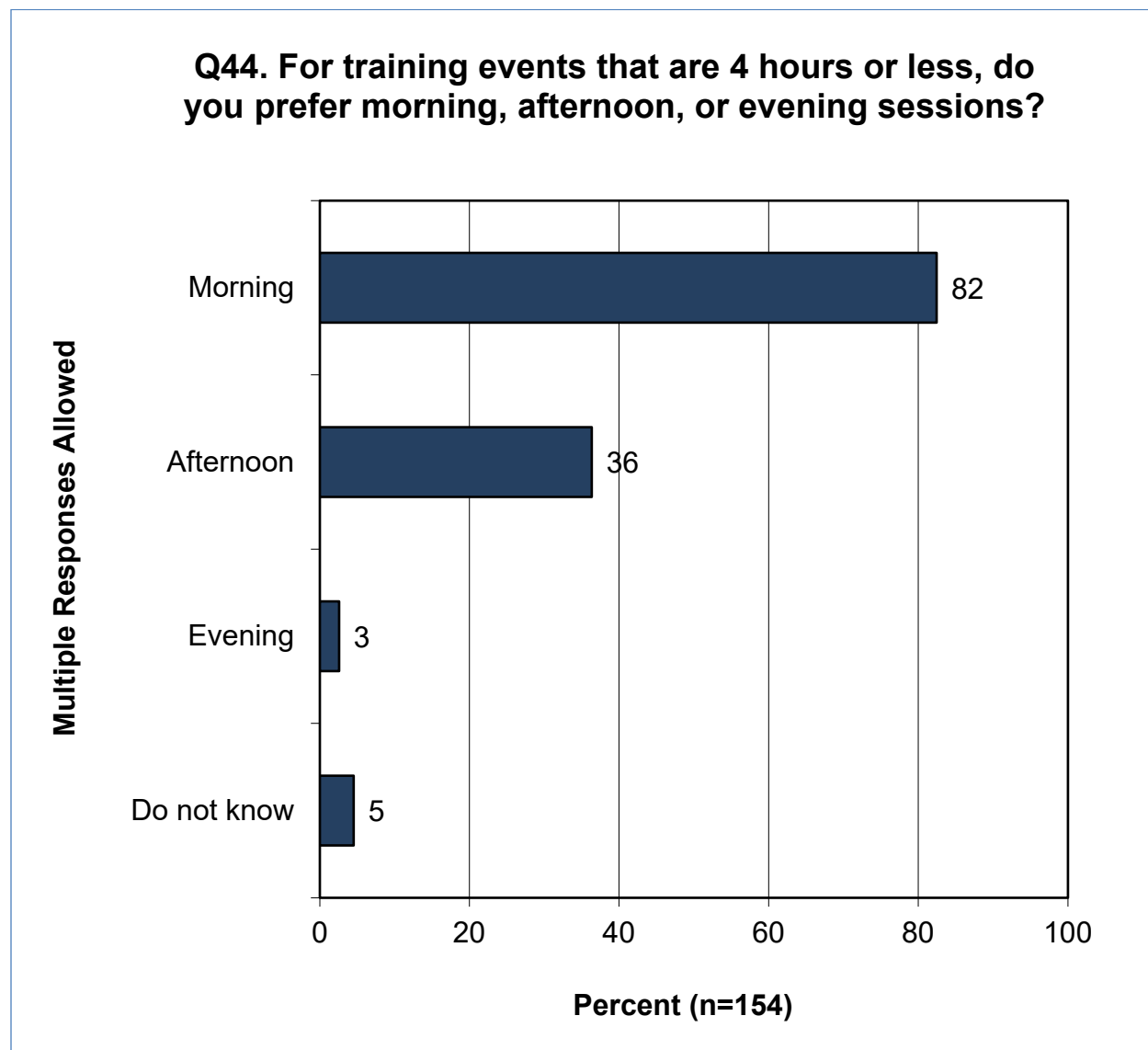


A majority of coastal decision-makers (61%) prefer training events that last a half day.

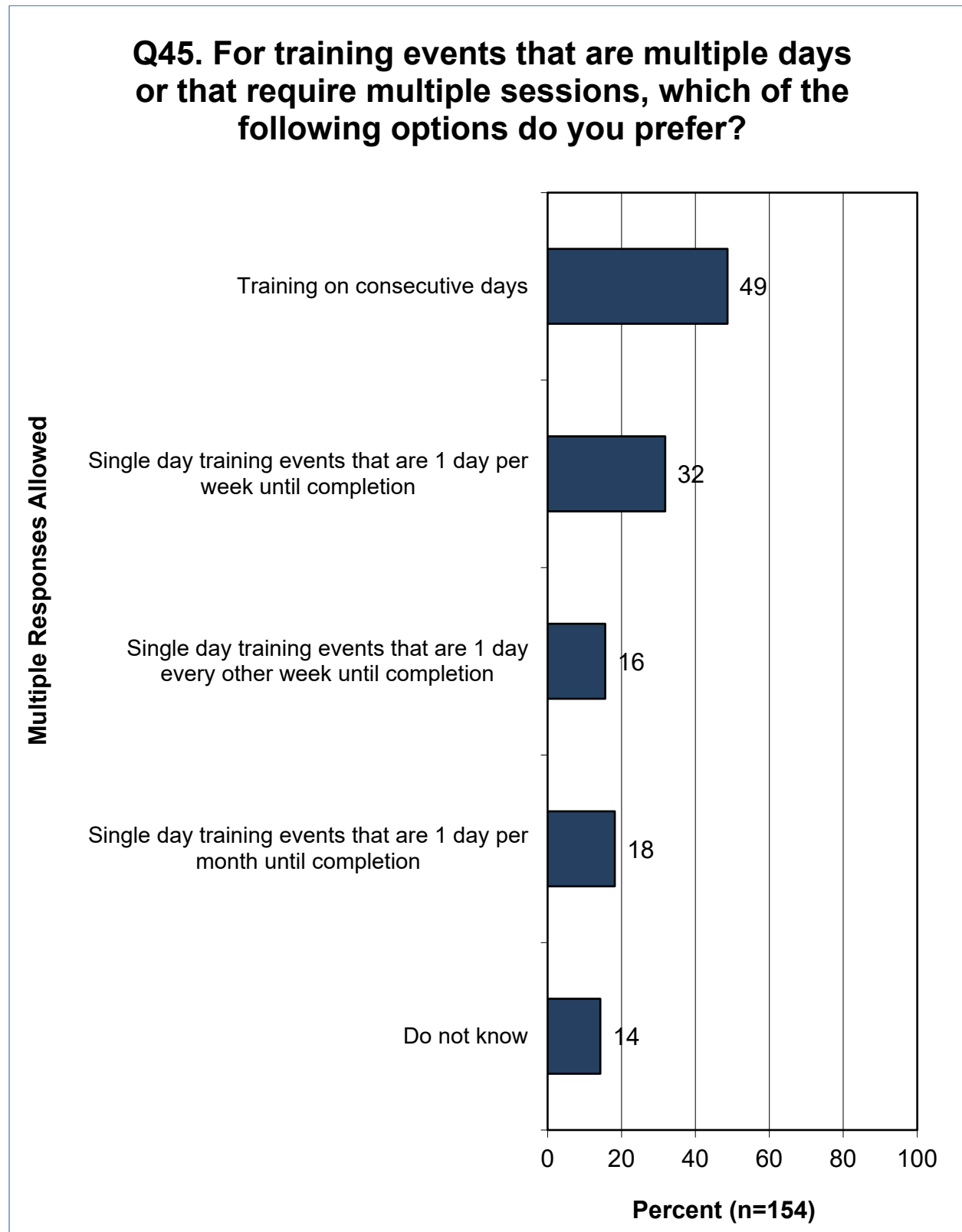
Q43. Thinking about how far you are willing to travel, which of the following timeframes do you most prefer for coastal training and education events?



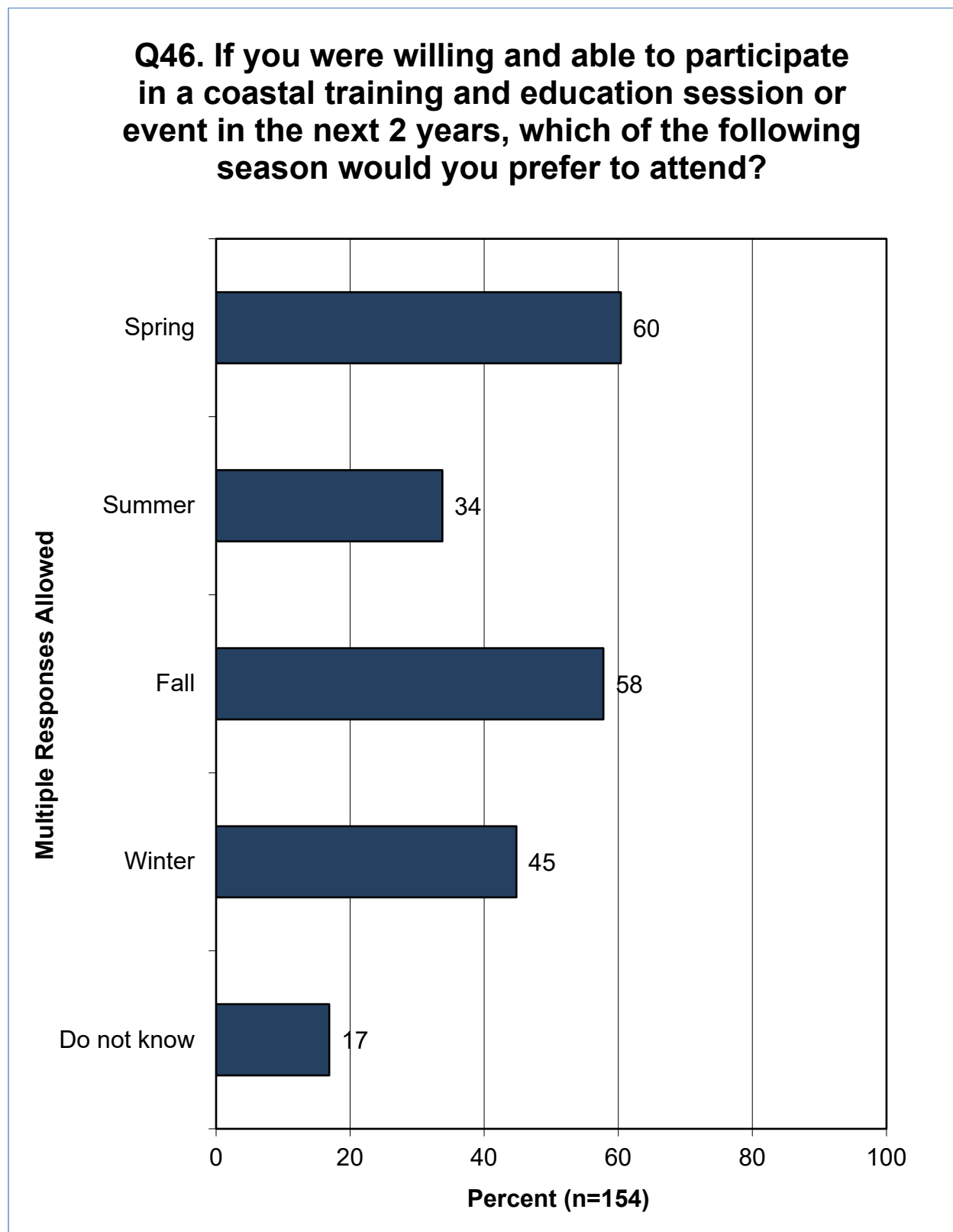
Most coastal decision-makers (82%) prefer that training events of 4 hours or less be held in the morning.



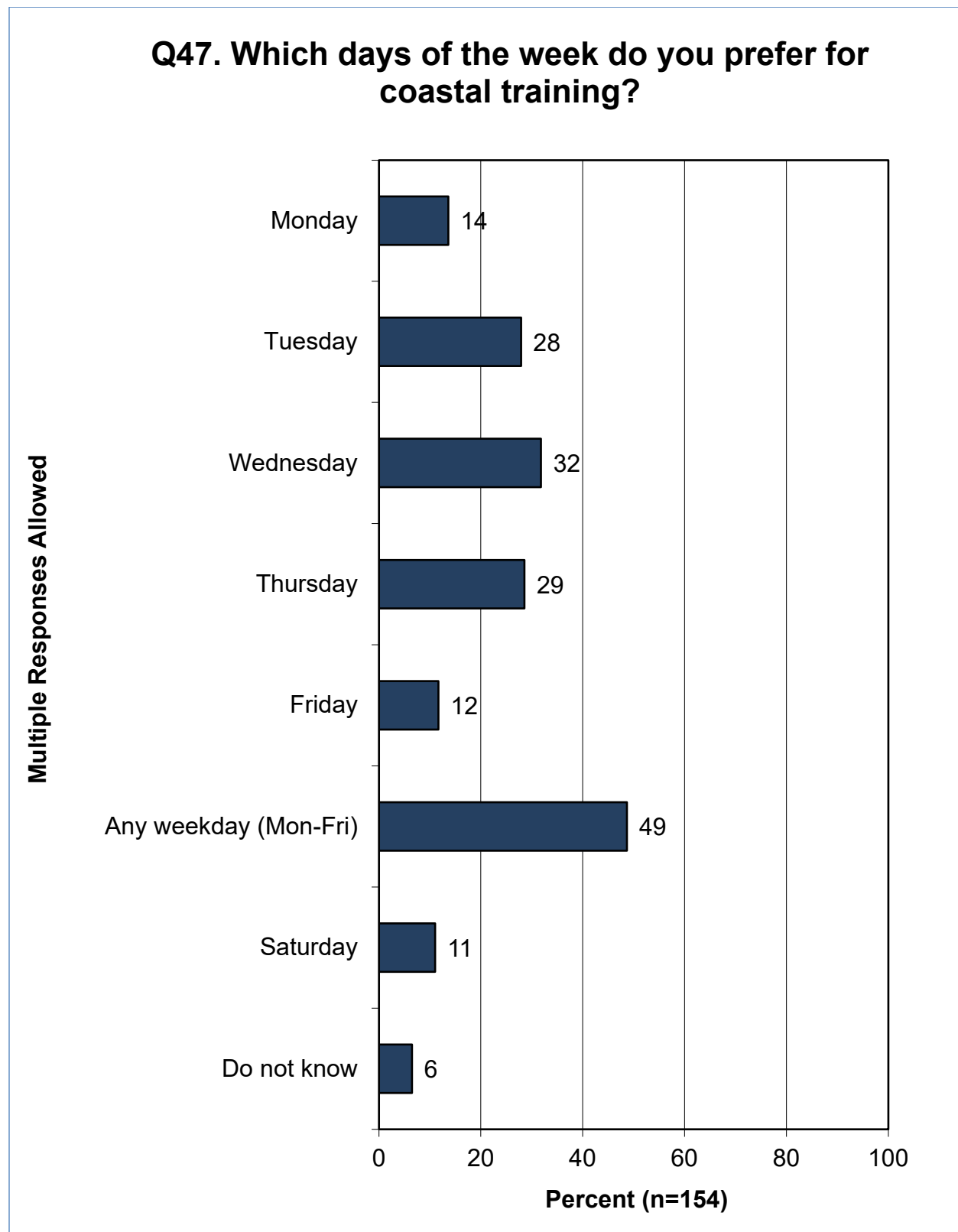
About half of coastal decision-makers (49%) prefer that multi-day or multi-session training events be held on consecutive days.



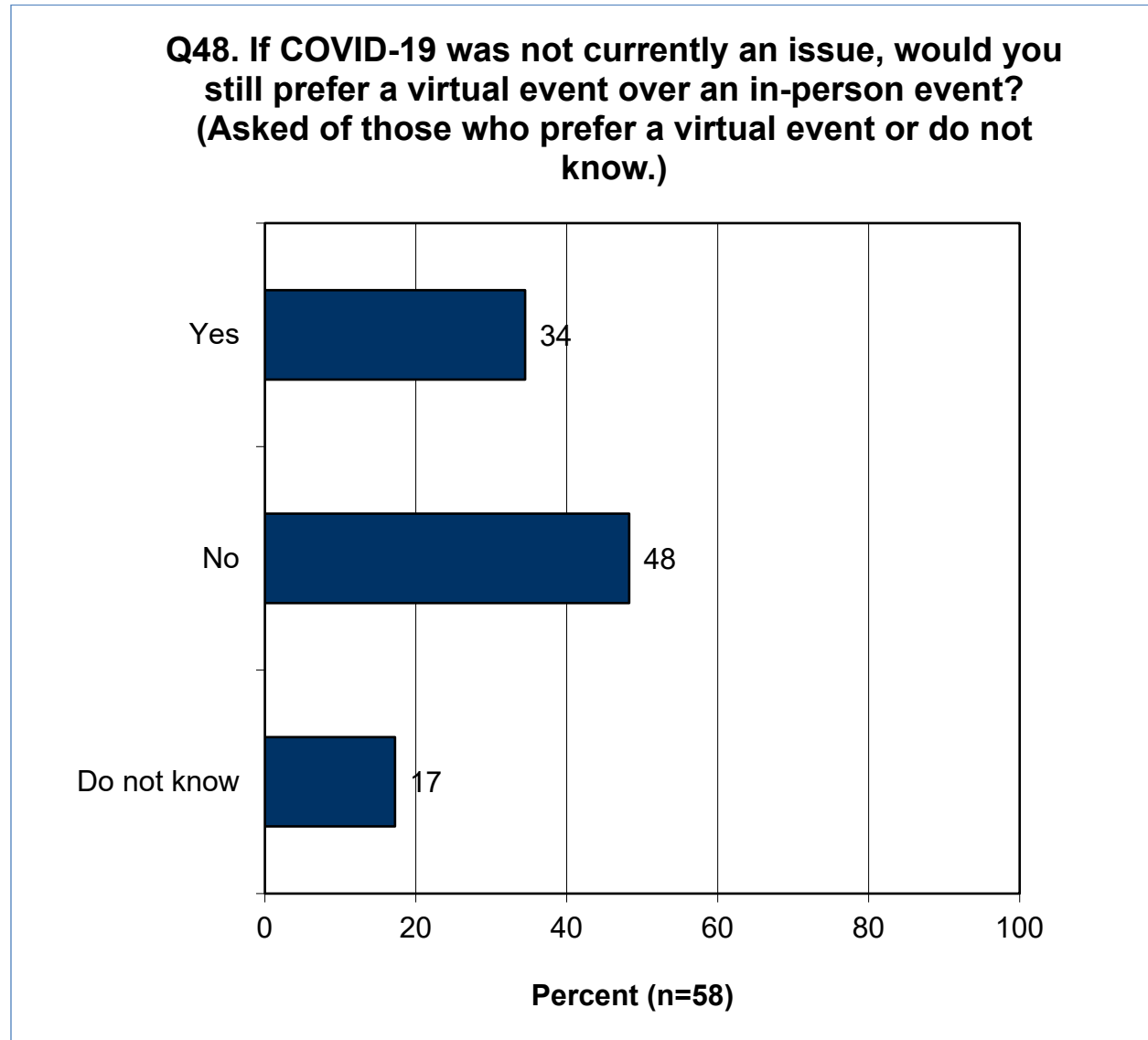
Spring is the season most preferred by coastal decision-makers for a training event (60% stated this), followed by fall (58%), winter (45%), and summer (34%).



Most coastal decision-makers (83%) prefer that coastal training be held during the work week, with some preference shown toward the middle weekdays. Only 11% prefer Saturday, and Sunday was not provided as an option.

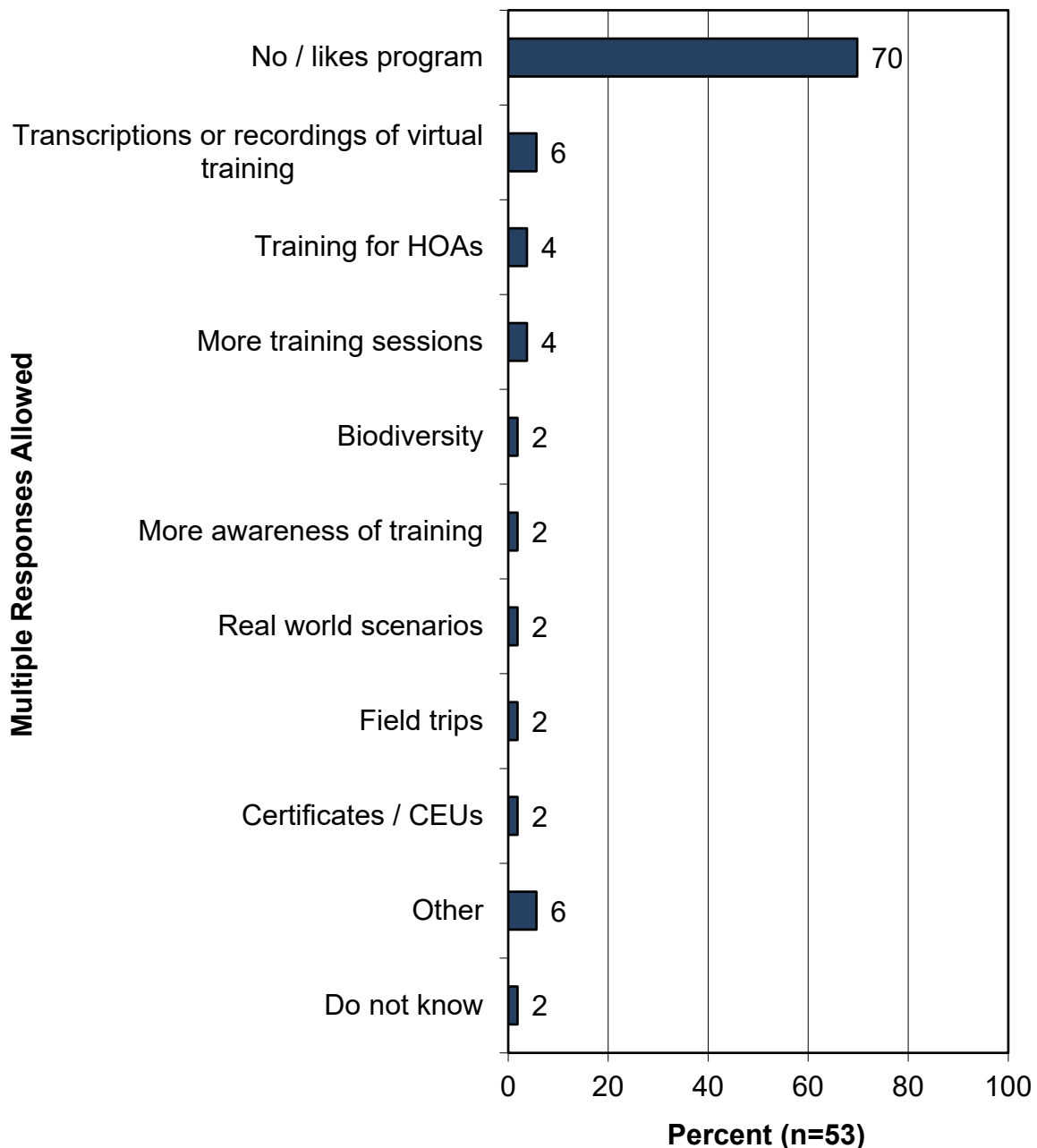


Those who prefer a virtual event were asked if that would still be their preference if COVID-19 was not an issue: about a third (34%) still would and about half (48%) would not.



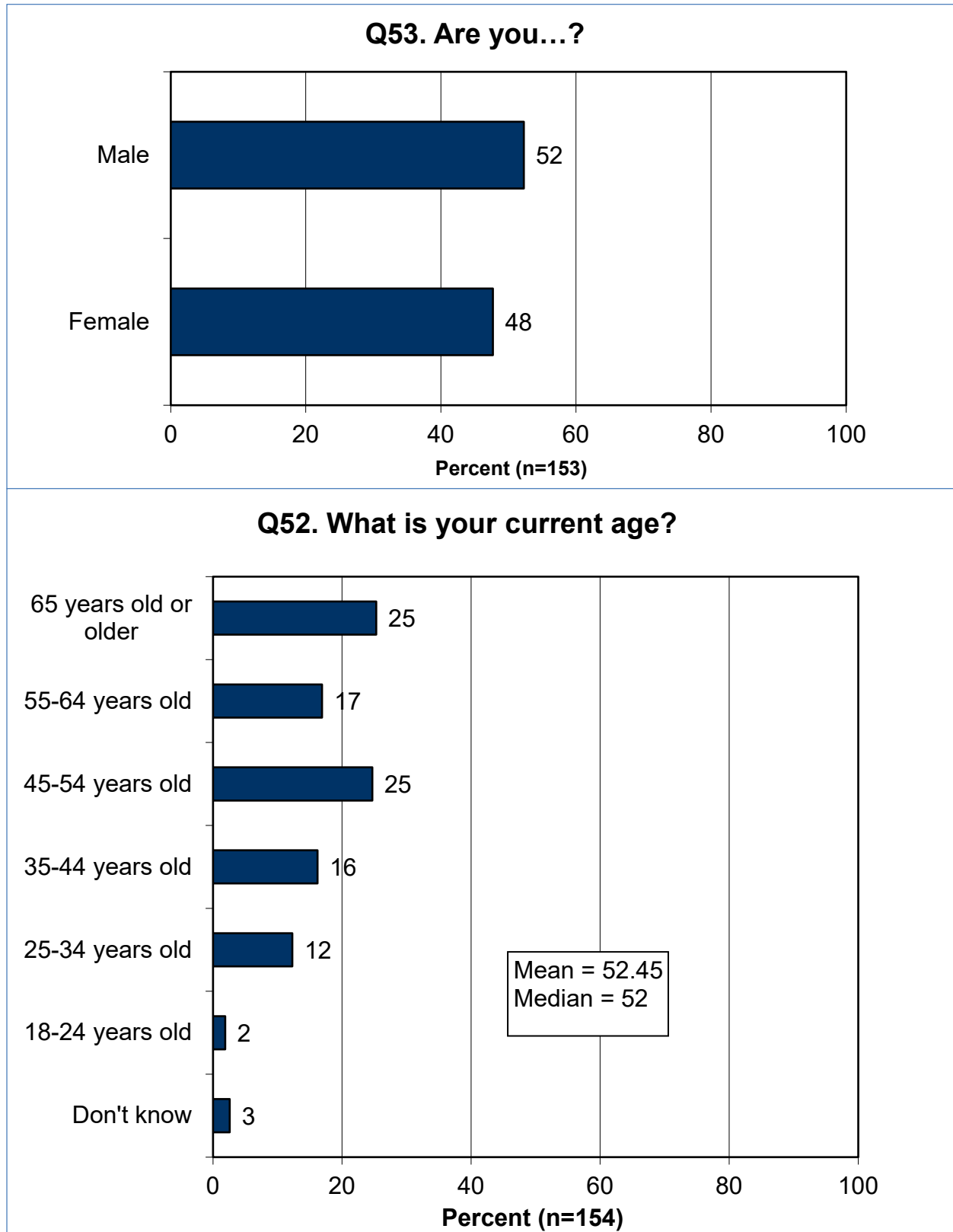
A strong majority of coastal decision-makers (70%) did not have any other considerations that they would like to see in the format or delivery of coastal training sessions (in response to open-ended questioning).

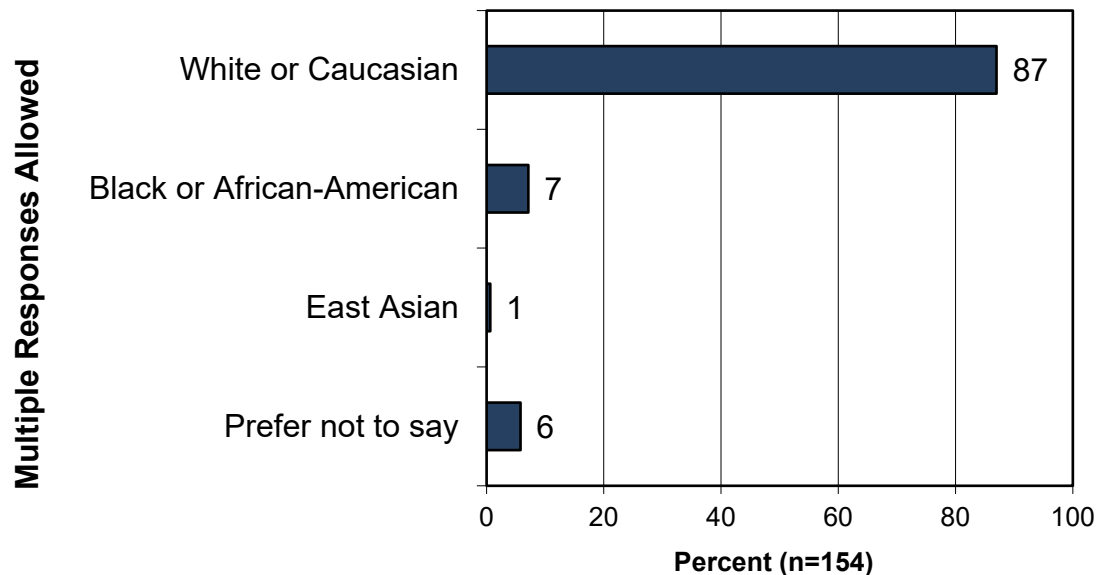
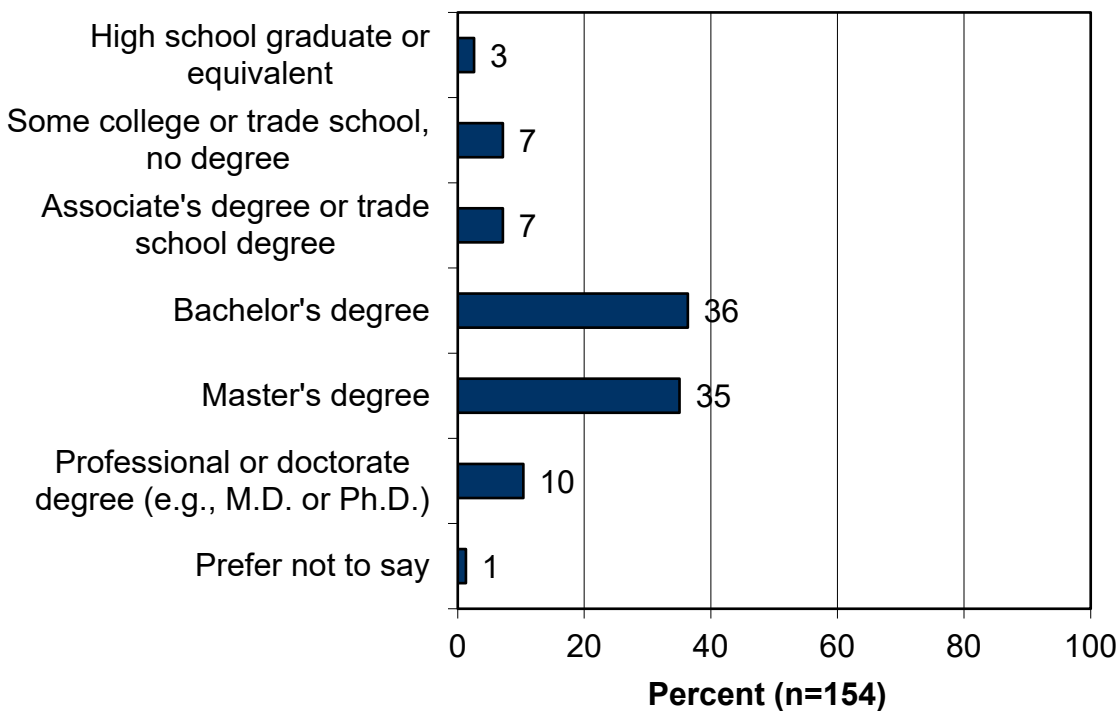
**Q49. Are there any other factors or considerations you would like to see in the format or delivery of coastal training sessions?
If yes, please describe below.**



DEMOGRAPHIC CHARACTERISTICS OF COASTAL DECISION-MAKERS

For crosstabulations, the survey collected data on the gender, age, race or ethnicity, and education level of coastal decision-makers.



Q51. What races or ethnic backgrounds do you consider yourself?**Q50. What is the highest level of education you have completed?**

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public. Focusing only on natural resource and outdoor recreation issues, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of human dimensions research measuring how people relate to the natural world for more than 30 years. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 human dimensions projects *only* on natural resource and outdoor recreation issues.

Responsive Management has conducted research for every state fish and wildlife agency and every federal natural resource agency, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, Bureau of Land Management, U.S. Coast Guard, and the National Marine Fisheries Service. Additionally, we have also provided research for all the major conservation NGOs including the Archery Trade Association, the American Sportfishing Association, the Association of Fish and Wildlife Agencies, Dallas Safari Club, Ducks Unlimited, Environmental Defense Fund, the Izaak Walton League of America, the National Rifle Association, the National Shooting Sports Foundation, the National Wildlife Federation, the Recreational Boating and Fishing Foundation, the Rocky Mountain Elk Foundation, Safari Club International, the Sierra Club, Trout Unlimited, and the Wildlife Management Institute.

Other nonprofit and NGO clients include the American Museum of Natural History, the BoatUS Foundation, the National Association of Conservation Law Enforcement Chiefs, the National Association of State Boating Law Administrators, and the Ocean Conservancy. As well, Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others. Responsive Management also provides data collection for the nation's top universities, including Auburn University, Clemson University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Tech, West Virginia University, Yale University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, National Public Radio, and on the front pages of *The Washington Post* and *USA Today*.

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