



SEASON 2

**PROMOTION KIT**





# BRAND & STYLE GUIDE

## Logo

There are two versions of the *What's Wild* logo, a full color version and a white reverse version to appear on darker backgrounds.

## RECREATION

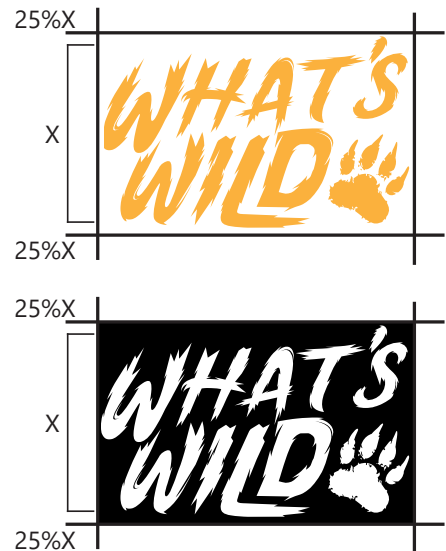
Do not recreate the logotype.

## REVERSE LOGO

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

## DISTORTION

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss. A drop shadow may be applied.






## MINIMUM PADDING

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

## MINIMUM SIZING

Logo should never print less than 0.5" in width.

COLOR	PRINT		DIGITAL	
	CMYK		RGB	HEX
 Green	C: 56	Y: 100 M: 17 K: 2	R: 128 G: 166 B: 45	#80a62d
 Black	C: 100	Y: 100 M: 100 K: 100	R: 0 G: 0 B: 0	#000000
 Orange	C: 0	Y: 86 M: 34 K: 0	R: 255 G: 178 B: 61	#ffb23d

## Colors

The primary color palette for *What's Wild* includes green, black and orange. Orange and green are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Black the brand's secondary color and should be used as an accent or in locations where green or orange are not appropriate.



## Typography

*What's Wild* uses the font **CCSignLanguage** for headers and **MADJOE** for specialty text. Segoe UI is used for body copy.

- When using these fonts to promote *What's Wild*, do not add effects, such as gradients, emboss or drop shadow.

**HEADER**

**Subheader1**

**SUBHEADER2**

Body copy

## Imagery

These graphics serve as signature art and title treatment art for *What's Wild* and should be used where appropriate.

### SIGNATURE ART

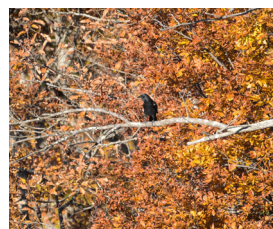
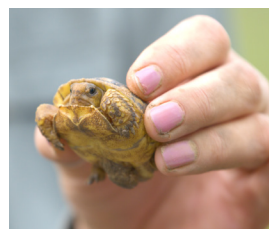
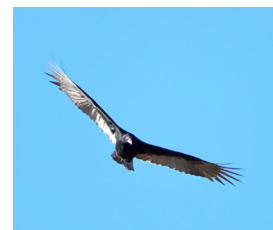


### TITLE TREATMENT ART



### PROGRAM IMAGERY

Below are 10 production stills selected to reflect *What's Wild*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at [www.scetv.org/about/press-room](http://www.scetv.org/about/press-room).





**FUNDING**

## Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *What's Wild* include:

- The ETV Endowment of South Carolina



Please contact [etvcom@scetv.org](mailto:etvcom@scetv.org) with any questions or concerns.





## CHARLES DYMCK

*Producer/Editor*

Charles Dymock is a producer at South Carolina ETV in Columbia, SC. He joined the company in 2018 after graduating from the University of South Carolina with a Bachelor of Arts degree. Dymock is known for his work on the programs *From the Sky* and *What's Wild*, where he showcases the beauty of nature and other marvels of the Palmetto State. He is highly skilled in capturing breathtaking footage and has a passion for educating audiences about wildlife and conservation. Charles is an integral part of the South Carolina ETV team and continues to produce impactful and captivating content.



## DESIREE CHEEKS

*Narrator*

Desiree Cheeks is the Brand Development Manager for South Carolina ETV Communications. Cheeks hosts and provides narration for *What's Wild*.



### LONG DESCRIPTION

From the mountains to sea, South Carolina is home to a variety of ecosystems, each providing the necessary ingredients for life to flourish and grow. Discover the unique wildlife and the amazing people who protect them.

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### MEDIUM DESCRIPTION

Experience the wonder and explore the spectacular! Discover South Carolina's unique wildlife and the amazing people who protect them.

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### SHORT DESCRIPTION

South Carolina's unique wildlife and the amazing people who protect them.





## SEASON DESCRIPTIONS



### LONG DESCRIPTION

Explore the diverse wildlife and natural habitats of South Carolina. Discover *What's Wild* about animals such as turkey vultures and bobcats through stunning footage of them in the wild and interviews with scientists, conservationists, and other experts who work to protect South Carolina's natural resources.

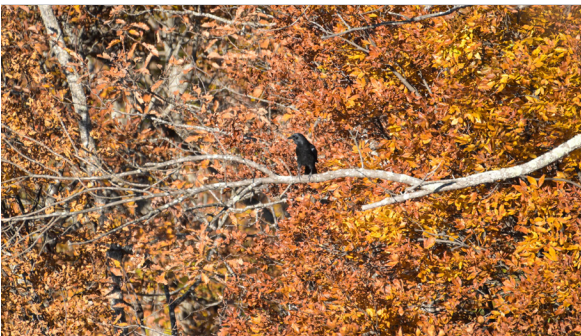
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### MEDIUM DESCRIPTION

Discover *What's Wild* about animals such as turkey vultures and bobcats through footage of them in the wild and interviews with experts who work to protect South Carolina's natural resources.

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### SHORT DESCRIPTION

Discover *What's Wild* about animals such as turkey vultures and bobcats.



## EPISODE 201: GOPHER TORTOISES

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### LONG DESCRIPTION

Getting their name from their burrowing behavior, gopher tortoises play a vital role as a keystone species in the sandhills ecosystem they call home. It's here that we will see why these creatures have one the "dirtiest job" and explore the impact of significant habitat loss to the species and ecosystem. We'll then follow a partnership between wildlife management and a university working to restore the gopher tortoise population in the sandhills region.

### MEDIUM DESCRIPTION

Discover the vital role of gopher tortoises, a keystone species in the sandhills ecosystem, and why they have one of the dirtiest jobs. Follow a partnership between wildlife management and a university working to restore the tortoise population in the sandhills.

### SHORT DESCRIPTION

Learn about gopher tortoises, a keystone species found in South Carolina's sandhills.



## EPISODE 202: TURKEY VULTURES

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### LONG DESCRIPTION

One of twenty-six North American raptors,

turkey vultures are scavengers that can be found in almost any habitat, from coasts to deserts to plains. Learn about the misunderstood Turkey Vulture, their necessary role in ecosystems, and man-made threats they face, like car strikes. We'll then look at a Lowcountry center's bird hotline, that through a network of trained volunteers takes in injured birds for care across the Palmetto State.

### MEDIUM DESCRIPTION

Learn about the misunderstood turkey vulture, their necessary role in ecosystems, and man-made threats they face, like car strikes. We'll then look at a Lowcountry center's bird hotline, that through a network of trained volunteers takes in injured birds for care across the Palmetto State.

### SHORT DESCRIPTION

Turkey vultures are misunderstood but serve a necessary role in the ecosystems they call home.



## EPISODE 203: TRICOLORED BATS

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### LONG DESCRIPTION

The Palmetto State is home to fourteen of the forty-seven bat species found in the United States. These bats play an important part in the environments they inhabit from pest control, pollinating plants to dispersing seeds. We'll also follow the efforts of wildlife management to resort and research the bat population— including the fungus that is devastating the bat population.



## **MEDIUM DESCRIPTION**

Discover the vital role of Palmetto State's fourteen bat species in pest control, pollination, and seed dispersal. Follow wildlife management's efforts to restore and research the population, including the devastating fungus.

## **SHORT DESCRIPTION**

Meet the fourteen bat species that serve a vital role in the environments they inhabit.



## **EPISODE 204: BOBCATS**

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### **LONG DESCRIPTION**

Explore the unique qualities of the maritime forest and its fascinating inhabitants, including the elusive bobcat. These aren't your house cats either, these cats are "big cats" and play an important role these cats play on the island as predators of deer and the impact of pesticides on their population. We'll also follow how local government and conservancy groups are working together to monitor and restore the bobcat population.

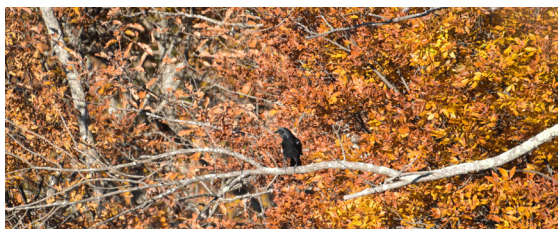
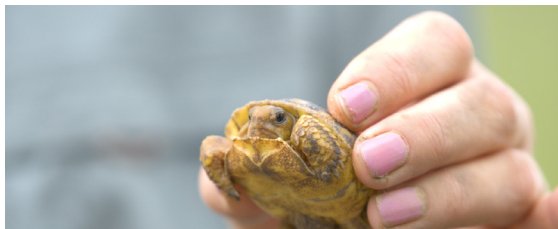
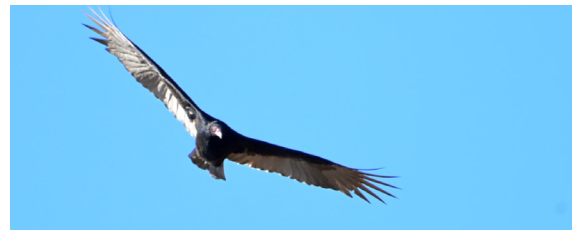
### **MEDIUM DESCRIPTION**

Discover the fascinating inhabitants of the maritime forest, including the elusive "big cat" - the bobcat. They are key predators of deer, but pesticides have threatened their population. Follow conservationists and government officials working to monitor and restore their numbers.

### **SHORT DESCRIPTION**

Meet the bobcat: vital predator of deer. Pesticides threaten them. Follow conservationists restoring their numbers.

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## Episode 201: Gopher Tortoises

### IMAGE 1



#### Caption

A yellow-bellied slider turtle sun-bathing on a log in freshwater.

#### Credit

SCETV, Charles Dymock

### IMAGE 2



#### Caption

Conservationists work to put up a pen where gopher tortoises will live prior to being introduced into the sandhills ecosystem.

#### Credit

SCETV, Charles Dymock

### IMAGE 3



#### Caption

A gopher tortoise in the Sandhills ecosystem.

#### Credit

SCETV, Charles Dymock

### IMAGE 4



#### Caption

A baby gopher tortoise being introduced to the sandhills ecosystem.

#### Credit

SCETV, Charles Dymock

## IMAGE 5



### **Caption**

Gopher tortoise eggs are collected in the field, prior to being transported back to the University of Georgia's Savannah River Ecology Lab to be incubated and hatched.

### **Credit**

SCETV, Charles Dymock



# Episode 202: Turkey Vultures

## IMAGE 1



### Caption

A Turkey Vulture at Caesars Head State Park.

### Credit

SCETV, Charles Dymock

## IMAGE 2



### Caption

Demonstration at Center for Birds of Prey in Charleston.

### Credit

SCETV, Charles Dymock

## IMAGE 3



### Caption

A black bird sits on a branch at Caesars Head State Park with the fall foliage behind them.

### Credit

SCETV, Charles Dymock

## IMAGE 4



### Caption

A turkey vulture being cared for at the Center for Birds of Prey.

### Credit

SCETV, Charles Dymock

## IMAGE 5



### Caption

A hawk sits on a perch at the Center for Birds of Prey.

### Credit

SCETV, Charles Dymock

## IMAGE 6



### Caption

Demonstration with a hawk at the Center for Birds of Prey.

### Credit

SCETV, Charles Dymock

# Episode 203: Tricolored Bats

## IMAGE 1



### Caption

A Tricolored Bat in Stumphouse Mountain Tunnel in Walhalla.

### Credit

SCETV, Charles Dymock

## IMAGE 2



### Caption

A bat being tagged by US Fish & Wildlife.

### Credit

SCETV, Charles Dymock

## IMAGE 3



### Caption

Flashlights in hand ecologists look around Stumphouse Mountain Tunnel for bats.

### Credit

SCETV, Charles Dymock

## IMAGE 4



### Caption

A bat being swabbed by US Fish & Wildlife.

### Credit

SCETV, Charles Dymock



## IMAGE 5



### **Caption**

Finding a daytime retreat in the Stumphouse Mountain Tunnel, a bat hangs upside down.

### **Credit**

SCETV, Charles Dymock

# Episode 204: Bobcats

## IMAGE 1



### Caption

Researchers head out into the field with equipment for bobcat trapping on Kiawah Island.

### Credit

SCETV, Charles Dymock

## IMAGE 2



### Caption

A bobcat zips out of a trap and back into the wild by a researcher.

### Credit

SCETV, Charles Dymock

## IMAGE 3



### Caption

Between palm fronds, a bobcat hangs out in a trap prior to being examined by researchers.

### Credit

SCETV, Charles Dymock

## IMAGE 4



### Caption

A bobcat hangs out in a trap prior to being examined by researchers.

### Credit

SCETV, Charles Dymock

## IMAGE 5



### Caption

A trail camera set up by What's Wild Producer Charles Dymock catches a bobcat roaming by on Kiawah Island.

### Credit

SCETV, Charles Dymock

## IMAGE 6



### Caption

A look at a bobcat recently fitted with a gps collar.

### Credit

SCETV, Charles Dymock



## Episode 201: Gopher Tortoises

### IMAGE 1



#### Caption

What's Wild Producer Charles Dymock poses with a gopher tortoise after filming at the wildlife preserve.

#### Credit

SCETV, Charles Dymock

### IMAGE 2



#### Caption

What's Wild camera operator Colin McCawley films a gopher tortoise walking along the edge of the pen it's living in prior to being introduced back into the sandhills ecosystem

#### Credit

SCETV, Charles Dymock

### IMAGE 3



#### Caption

What's Wild Producer Charles Dymock snaps a selfie while filming a tortoise at Riverbanks Zoo and Garden's aquarium and reptile center.

#### Credit

SCETV, Charles Dymock

## Episode 202: Turkey Vultures

### IMAGE 1



### Caption

What's Wild Producer Charles Dymock takes a selfie with a falcon at the Center for Birds of Prey in Awendaw, SC.

### Credit

SCETV, Charles Dymock

# Episode 203: Tricolored Bats

IMAGE 1



## Caption

What's Wild Producer Charles Dymock gives a thumbs up in his hazmat suit while filming ecologists conducting research on bats in the Stumphouse Mountain Tunnel in Oconee County, South Carolina.

## Credit

SCETV, Charles Dymock

IMAGE 2



## Caption

Ecologists discuss while conducting research on bats in the Stumphouse Mountain Tunnel in Oconee County, South Carolina.

## Credit

SCETV, Charles Dymock

IMAGE 3



## Caption

Ecologists conduct research on bats.

## Credit

SCETV, Charles Dymock



# Episode 204: Bobcats

IMAGE 1



## Caption

What's Wild Producer Charles Dymock poses with a bobcat.

## Credit

SCETV, Charles Dymock

IMAGE 2



## Caption

Researchers prepare before examining a bobcat

## Credit

SCETV, Charles Dymock



