



## **MEDIA SIGHTINGS BEFORE, DURING AND AFTER A HURRICANE**

### **To: All Myrtle Beach Area Chamber of Commerce Members**

The Myrtle Beach Area Recovery Council (ARC) Communications Committee is a group of area public relations professionals dedicated to collecting, monitoring and distributing timely reports to media from the tourism, hospitality, golf, entertainment and retail business industries. In addition, committee members track media reports to minimize any misinformation and help create opportunities for accurate messages about damage and recovery.

The committee is responsible for distributing follow-up news releases to local, regional and national news media to ensure that ARC's messages are heard on a broader scale. Essentially, the communications team wants to make sure news reports contain accurate, consistent and timely information on the overall condition of the area.

**If you see regional or national media on or nearby your property before, during or after a hurricane or tropical storm, please call a member of the ARC Communications Committee as soon as possible:**

Dawn Knopff, Brandon Advertising & Public Relations, 843-455-7778  
Lisa Bourcier, Horry County Schools, 843-455-0117  
Cheryl Kilday, North Myrtle Beach Chamber, 843-361-3039  
Randy Davies, North Myrtle Beach Chamber, 843-231-9903  
Diane Charno, Myrtle Beach Area Chamber of Commerce, 843-902-9226  
Marlane White, Myrtle Beach Area Chamber of Commerce, 843-256-6373  
Lauren Jessie, City of North Myrtle Beach, 843-280-5612  
Kyle Oland, Golf Tourism Solutions, 240-439-0302  
Victoria Tobin, Myrtle Beach Area Hospitality Association, 843-438-9998  
Meredith Denari City of Myrtle Beach, 843-360-0081  
Ryan Betcher, Horry Co. Dept. of Airports, 843-685-3221  
Mikayla Moskov, Horry County Government, 843-915-5390  
Thomas Bell, Horry County Government, 843-855-1366  
Tabitha Mull, Town of Surfside Beach, 843-516-9565

Thanks for your help!