

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:

- Erin Barrett, Brandon Advertising and Public Relations (committee chair)
(843) 222-7508
- Kimberly Miles, Myrtle Beach Area Chamber of Commerce
(843) 655-7902
- Bill Golden, Myrtle Beach Golf Holiday
(843) 455-6151
- Mark Kruea, City of Myrtle Beach
(843) 450-1695
- Nicole Aiello, City of North Myrtle Beach
(843) 241-7480
- Lisa Bourcier, Horry County Government
(843) 455-0117
- Jennifer Prince, North Myrtle Beach Chamber of Commerce
(843) 450-2554
- Lauren Morris, Horry County Department of Airports
(843) 685-2616
- Madeleine Winstead, Myrtle Beach Area Hospitality Association
(843) 424-2293

Thanks for your help!