



# **MEDIA PROTOCOLS**

Horry County Public Information Office

Updated: January 2026

# DEPARTMENT MISSION STATEMENT & PURPOSE

The Horry County Public Information Office coordinates with journalists, issues news releases, responds to Freedom of Information requests, and serves as manager for County web content.

As part of a consolidated service department, public information staff members work with any and all elements of Horry County Government, interfacing between them however needed. To streamline communications, specific PIOs serve as the primary contact for County public safety departments, including police, fire rescue, and emergency management.



## PUBLIC INFORMATION OFFICE TEAM MEMBERS

- Thomas Bell, Director of Public Information, PIO, [bell.thomas@horrycountysc.gov](mailto:bell.thomas@horrycountysc.gov)
- Tony Casey, Deputy Director, PIO, [casey.anthony@horrycountysc.gov](mailto:casey.anthony@horrycountysc.gov)
- Aaron Spelbring, County FOIA Manager, [spelbring.aaron@horrycountysc.gov](mailto:spelbring.aaron@horrycountysc.gov)
- Darlene Mix, Public Information Specialist, [mixd@horrycountysc.gov](mailto:mixd@horrycountysc.gov)
- Kimberly Clifford, Public Information Officer, [clifford.kimberly@horrycountysc.gov](mailto:clifford.kimberly@horrycountysc.gov)
- Adrianna Seals, Public Information Officer, [seals.adrianna@horrycountysc.gov](mailto:seals.adrianna@horrycountysc.gov)
- Nick Doria, Marketing & Content Coordinator, [doria.nick@horrycountysc.gov](mailto:doria.nick@horrycountysc.gov)
- Jessica Stevens, Marketing & Content Coordinator, [stevens.jessica@horrycountysc.gov](mailto:stevens.jessica@horrycountysc.gov)

# PIO CONTACTS BY DEPARTMENT

Members of the Horry County Public Information Office serve as the initial media contacts and public-facing spokespeople for all County departments that are not led by an elected official.

For some departments, particularly within the Horry County Public Safety Division, specific Public Information Officers may be assigned as the primary source for information; however, all members of the team are equally empowered to represent any/all departments as needed.

If a given PIO assigned to one of the following is out-of-office, a secondary source will be noted.

## GENERAL GOVERNMENT

Requests for:

- County Administrators
- Department Heads (general)

**PIO BELL**

## 911

Requests for:

- Director of 911
- Emergency Dispatch
- Public Education Programs

## POLICE DEPARTMENT

Requests for:

- Chiefs of Police
- Precinct Commanders
- Patrol Operations

**PIO BELL**

## INFRASTRUCTURE & REGULATION

Requests for:

- Stormwater & Public Works
- Planning & Zoning
- RIDE

**PIO CLIFFORD**

## ANIMAL SHELTER

Requests for:

- Animal Care Center Operations
- Adoption Events
- Public Education Programs

**PIO SEALS**

## FIRE RESCUE

Requests for:

- Fire Chiefs
- Emergency Medical Services
- Vehicle Crash/ Traffic Info

**PIO CASEY**

## PARKS & RECREATION

Requests for:

- Director of Parks & Recreation
- Recreation Programs
- Race Series

**PIO CASEY**

## ELECTED OFFICIALS

To speak with an elected official, reach out to their office directly. Some elected officials have their own Public Information Officers.

## EMERGENCY MANAGEMENT

Requests for:

- Assistant Administrator for Public Safety
- Emergency Management Directors
- Program Managers

**PIO BELL**



## MEDIA COORDINATION

Horry County Public Information Office team members aim to help media members get the information they need to tell the stories that our community members want or need to hear.

Media members should reach out to a member of HCPIO to address any interview requests, incident inquiries, or records needs.

The HCPIO main line can be reached at 843-915-5390. This line is active during normal business hours.



## PUBLIC SAFETY RESPONSE

If there is a public safety emergency—for example, a shooting, fire, or hurricane—the County PIOs are tasked with providing relevant information to the public and members of the media.

If there is an immediate threat to the community, a County PIO will provide all relevant and available information either remotely or at the scene.

If there is no immediate threat, a County PIO will attempt to respond to inquiries during business hours on the same day, or inquiries after-hours during the next business day.

The County PIOs are the primary staff tasked with conducting interviews on public safety matters.

## AFTER-HOURS POLICE INFO

For information on ongoing police incidents during business hours, or major incidents after-hours, reach out to the HCPD PIO directly via text or call.

For information after-hours, call emergency dispatch (843-248-1520) and request to speak with the HCPD Shift Supervisor or Watch Commander.



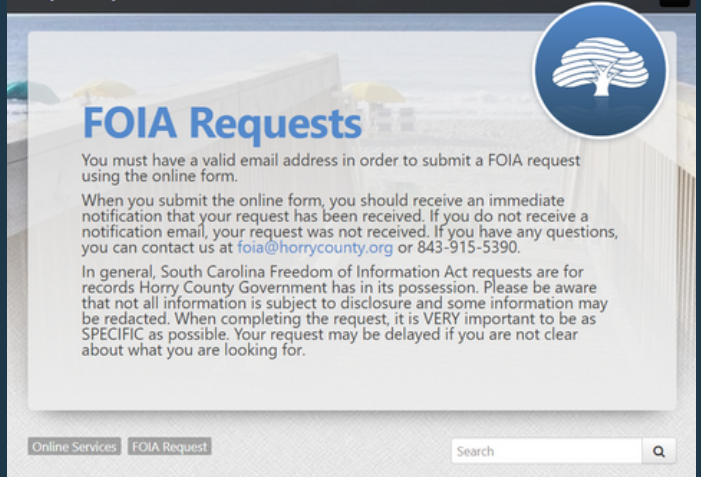
# FOIA REQUESTS

Under the South Carolina Freedom of Information Act, members of the public may request access to certain types of records.

To submit a FOIA request to any Horry County department, visit [horrycounty.org/foia](http://horrycounty.org/foia) and complete the online FOIA request form.

The request form will require a description of the requested information (e.g. date, location, property number, etc.). This allows the FOIA Manager to initiate a search for any and all relevant records. Be as specific and detailed as possible in your request.

For questions, you can contact the County FOIA Manager or the Public Information Specialist, who also assists with coordinating FOIA requests, via [foia@horrycounty.org](mailto:foia@horrycounty.org).



**FOIA Requests**

You must have a valid email address in order to submit a FOIA request using the online form.

When you submit the online form, you should receive an immediate notification that your request has been received. If you do not receive a notification email, your request was not received. If you have any questions, you can contact us at [foia@horrycounty.org](mailto:foia@horrycounty.org) or 843-915-5390.

In general, South Carolina Freedom of Information Act requests are for records Horry County Government has in its possession. Please be aware that not all information is subject to disclosure and some information may be redacted. When completing the request, it is VERY important to be as SPECIFIC as possible. Your request may be delayed if you are not clear about what you are looking for.

Online Services | FOIA Request

Search

## External FOIA Request



**HORRY COUNTY GOVERNMENT**  
(843) 915-5000 | 1301 SECOND AVENUE, CONWAY, SC 29526

FOIA #  
2328

First Name\*

Last Name\*

Company Name

Email

Phone #\* Phone Ext

Mailing Address\*

# POLICE REPORTS (WITHIN 14-DAY PERIOD)

To receive a police report that was filed within the last 14 days, email the FOIA Manager or Public Information Specialist via [hcpdfoia@horrycountysc.gov](mailto:hcpdfoia@horrycountysc.gov) with one or more pieces of information:

- HCPD case number
- Incident date, location, and/or type
- Name of the individual charged in the case
- Other details that would aid in identifying the case or incident



# INTERVIEW REQUESTS

To submit an interview request, reach out to an HCPIO team member. Be advised, when requesting leaders and supervisors same-day sound may not be possible.

For elected officials, such as the Sheriff, Solicitor, or Treasurer, you will reach out to the official or their office directly.



# ONLINE RESOURCES 24/7: HorryCOUNTYSC.GOV

The Horry County Government website offers a number of records and tools:

- Land Records
- Map Your Move
- RIDE Dashboard
- Tax Information
- Register of Deeds
- 24-hour Crime Map
- Court Rosters & Dockets
- Detention Center Bookings & Releases
- Public Index - 15th Judicial Circuit Court
- FOIA Online Request Form
- Media Orientation Video Series
- Adoptable Animals & Stray Intakes
- CopLogic Online Incident Reporting
- County Meeting Agendas & Summaries
- Horry County Laws/Code of Ordinances
- FEMA Flood Maps & Know Your Zone Info
- Business License Renewal and Filing Portal

## PUBLIC INDEX

The 15th Judicial Circuit Court Public Index is used to search court records from the South Carolina Judicial Branch for Horry and Georgetown counties.

This may include civil or criminal court cases.

Searches may be conducted using:

- Names of individuals or businesses
- Court agency or case type
- Court actions or dispositions
- Date range of court activity

Used in combination with J. Reuben Long Detention Center booking and release information, the public index can provide information on an individual's local criminal history and legal background.

**Horry County  
Fifteenth Judicial Circuit  
Public Index**

[Horry County Home Page](#) [South Carolina Judicial Department Home Page](#) [SC.GOV Home Page](#)

Neither the County nor any agency, officer, elected official or employee of the County, warrants the accuracy, reliability or timeliness of any information on this web site and shall not be liable for any losses caused by such reliance on the accuracy, reliability or timeliness of such information, including, but not limited to, incidental and consequential damages. This publication is provided "as is" without warranty of kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. The County maintains all immunities as provided in the South Carolina Tort Claims Act.

Portions of such information may be incorrect or not current. Any person or entity who relies on any information obtained from this web site does so at his or her own risk. In addition, nothing contained within this web site is an official record of the County or the elected officials responsible therefore. All official records of the County and the offices of countywide elected officials are on file in their respective offices and may be reviewed by the public at those offices.

A person preparing or filing a document for recordation or filing in the official records may not include a social security, driver's license, state identification, passport, checking account, savings account, credit card, or debit card number, or personal identification (PIN) code, or passwords in the document, unless expressly required by law. An individual has a right to request a register of deeds or clerk of court to remove, from an image or copy of an official record placed on a publicly available Internet web site or on a publicly available Internet web site used by a register of deeds or clerk of court to display public records, any social security, driver's license, state identification, passport, checking account, savings account, credit card, or debit card number, or personal identification (PIN) code, or passwords contained in an official record. The request must be made in writing and delivered by mail, facsimile, or electronic transmission or in person, to the register of deeds or clerk of court. The request must specify the identification page number that contains the social security, driver's license, state identification, passport, checking account, savings account, credit card, debit card number, or personal identification (PIN) code, or passwords to be redacted. There is no fee for the redaction pursuant to request.

Access to the South Carolina Judicial Department Public Index web sites by a site data scraper or any similar software intended to discover and extract data from a website through automated, repetitive querying for the purpose of collecting such data is expressly prohibited.

I have read and accept this disclaimer and responsibility for the use of this information:

Bookings and Releases

[horrycounty.org/bookings](#)

Lost Name:

Booking Date:  Release Date:

**Disclaimer:**  
This website contains information obtained on individuals who were booked at the J. Reuben Long Detention Center or by the City of North Myrtle Beach, Horry County cannot validate the accuracy of the information and is not responsible for any inaccuracies that may be posted.  
Data last collected @ 8/22/2023 12:08 PM  
♂ Male - 634 ♀ Female - 141 🗳 Total - 775

Showing 14 results on your search for Booking Date: 8/22/2023

Name	Ethnicity   Sex	DOB   Age	Booking Date	Release Date	Booking #	Arresting Agency
BAILEY, WILLIAM	MALE	05/12/1984 39 years old	8/22/2023 9:22 AM	988 Incorporated	HC0822325298	HORRY COUNTY PD



## WEEKLY UPDATE EMAILS

At the end of each week, the Horry County Public Information Office sends out a news release with meetings and events for the next week.

Journalists and community members can sign up for notifications and reminders of County meetings at [horrycountysc.gov/constant-contact](https://horrycountysc.gov/constant-contact)



## ATTENDING COURT

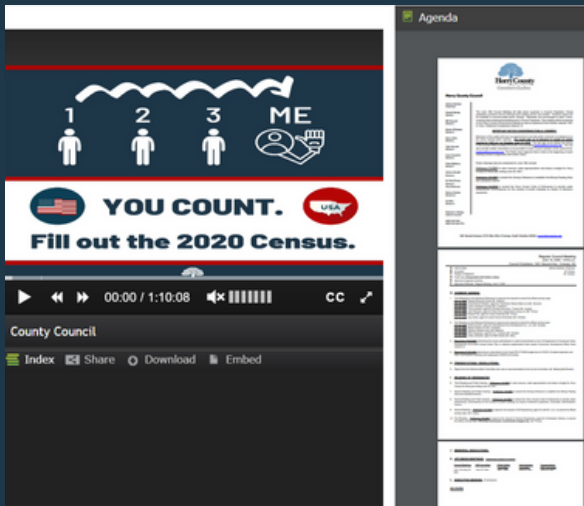
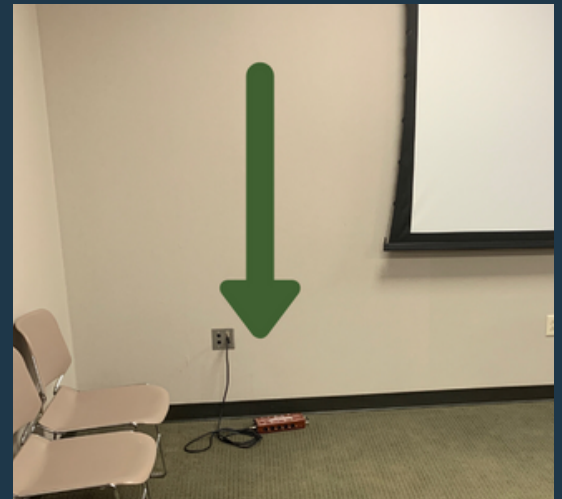
To attend court proceedings, you need to fill out and submit the 'Request for Electronic and Photographic Coverage of Judicial Proceedings' form ahead of time.

Once completed, send the form to the Horry County Clerk of Court's Office via fax. For more information on this, please reach out to the Clerk of Court's office directly.

## ATTENDING COUNCIL & COMMITTEE MEETINGS

Sound outputs have been installed in Horry County Council Chambers, the Council Conference Room, and the Government & Justice Center Multipurpose Rooms.

For direct audio from the podium and dais, use the outputs near the presentation screens or rear of room.



## TUNING IN REMOTELY

County Council Meetings, Committee Meetings, and some special presentations are available to livestream online or watch on the government access channel via a cable connection.

Previous broadcasts may be reviewed or downloaded for use at [horrycounty.org/video](http://horrycounty.org/video).

## MEDIA STATION VISITS & STAFF MEETINGS

The Horry County Public Information Office is dedicated to building solid working relationships with our local media members. HCPIO team members will conduct virtual or in-person news station visits annually or upon request by news station staff members.

New members of our local media market are encouraged to reach out to our team at any time!

# EMERGENCY COVERAGE TIPS

- Horry County Government does not allow any "ride-alongs" for members of the media. Public Information staff can assist in coordinating b-roll footage as needed.
- For large events that span a weekend, data points like citations, arrests, incidents, and call volume will be available the following Monday.
- Special event permits issued by Horry County Government are available online in the Emergency Management section, under the Special Events tab.
- The Coroner's Office is the sole office responsible for confirming fatalities. The Public Information Office cannot confirm fatalities prior to the Coroner's announcement.
- Initial information we receive is often incomplete or inaccurate. Please be patient in the early stages of any emergency scene as we work to determine accurate, complete information.

## OPCON LEVELS

### 3 Normal day-to-day operations

- No imminent terrorist threat or severe weather pending
- Normal operations
- Minor incidents controlled by first response agencies

### 2 Possibility of an emergency that requires activation of Emergency Operations Plan (EOP)

- Heightened terrorist threat, localized incident, potential countywide incident  
Localized incidents controlled by first response agencies  
Use of department authorities and resources to assess & deter threats
- Weather advisories
- Possible, limited EOC activation

### 1 Disaster or emergency ongoing

- Major disaster or catastrophe
- Full activation of the EOC
- County level assets deployed
- Consideration of requesting state & federal assets

## HORRY COUNTY EOC

In the event the Emergency Operations Center is activated, the Public Information Office will send out an announcement.

Media members must be self sufficient with enough food, chargers, and other necessities to last for the duration of their time at the Emergency Operations Center. We cannot guarantee power or internet.

Please coordinate with the Public Information Team to let us know who from your organization will be at the EOC, covering briefings, etc. so we can maintain a count of people in the facility.

Horry County is prone to tropical weather and we encourage media partners to have personal and professional safety plans.

Evacuations are ordered by the Governor. This is not a local decision.





# HORRY COUNTY GOVERNMENT ON SOCIAL MEDIA



Horry County 911  
Horry County Fire Rescue  
Horry County Police Department  
Horry County Emergency Management  
Horry County Parks & Recreation  
Horry County Animal Care Center  
Horry County Government

Horry County Museum  
Horry County Planning & Zoning  
Horry County Treasurer's Office  
Horry County Sheriff's Office  
Horry County Solicitor (15th Circuit)  
Horry County Clerk of Court Office  
Horry County Veterans Affairs Office



@HorryCountyGov  
@HorryCounty911  
@HCFireRescue  
@HorryCountyPD  
@HorryEMD

@HorrySheriff  
@HC\_Parks\_Rec  
@HCGMuseum  
@HCMLLIB  
@FlyMyrtleBeach



@HorryCounty\_Gov  
@HorryCounty911  
@HorryCountyFireRescue  
@HorryCountyPD  
@HorryCountyEMD

@HorrySheriff  
@HC\_Parks\_Rec  
@HorryCountyMuseum  
@HCMLLIB  
@HorryCountyVeteransAffairs