

From: Beatty, Dan <Dan.Beatty@scdr.sc.gov>  
To: Godfrey, Rob <RobGodfrey@gov.sc.gov>  
CC: Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Symmes, Brian <BrianSymmes@gov.sc.gov>  
Date: 11/30/2015 5:32:07 AM  
Subject: RE: Follow up

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Perfect, thx Rob

Dan Beatty  
South Carolina Disaster Recovery  
Director of Support  
C: 803.457.0003

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From: Godfrey, Rob  
Sent: Sunday, November 29, 2015 12:21 PM  
To: Beatty, Dan <Dan.Beatty@scdr.sc.gov>  
Cc: Adams, Chaney <ChaneyAdams@gov.sc.gov>; Symmes, Brian <BrianSymmes@gov.sc.gov>  
Subject: Re: Follow up

Background on positive things to pitch to reporters, hold news conferences to highlight or send out news releases to highlight.

Not a specific format so much as an explanation of specific story lines or specific things y'all are doing that can be developed into good news stories, public events, etc.

Sent from my iPhone

On Nov 29, 2015, at 7:32 AM, Beatty, Dan <Dan.Beatty@scdr.sc.gov> wrote:

Rob, is there any specific format or design for 'good news stories'? As the holidays are approaching, I believe there may be a couple of events for key personnel to attend or for you to otherwise publicize.

Thoughts?  
Dan

Dan Beatty  
South Carolina Disaster Recovery  
Director of Support  
C: 803.457.0003

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From: Shwedo, Kevin A [<mailto:Kevin.Shwedo@scdmv.net>]  
Sent: Friday, October 30, 2015 7:46 PM  
To: Godfrey, Rob <RobGodfrey@gov.sc.gov>; Shwedo, Kevin <Kevin.Shwedo@scdr.sc.gov>  
Cc: Adams, Chaney <ChaneyAdams@gov.sc.gov>; Symmes, Brian <BrianSymmes@gov.sc.gov>; Smith, Austin <AustinSmith@gov.sc.gov>; Sanderson, Jeffrey <Jeffrey.Sanderson@scdr.sc.gov>; Beatty, Dan <Dan.Beatty@scdr.sc.gov>  
Subject: RE: Follow up

Rob – in honesty, I have not been thinking about the press at all to this point. Will make my team aware of the need for good news stories. Hope to find some low hanging fruit next week. Thanks  
Kevin

JR & Dan – WARNORD – we need to start thinking about the “good news stories” we can get before the press. We have to win the info war too! :)

Thanks

Kevin

Kevin A. Shwedo  
South Carolina Disaster Recovery Coordinator  
10311 Wilson Boulevard  
Blythewood, South Carolina 29016

(O) 803-896-4039

(C) 803-609-4218

*"It's a GREAT day in South Carolina!"*

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From: Godfrey, Rob [<mailto:RobGodfrey@gov.sc.gov>]

Sent: Friday, October 30, 2015 4:38 PM

To: Shwedo, Kevin

Cc: Adams, Chaney; Symmes, Brian; Smith, Austin

Subject: Follow up

Director Shwedo –

Wanted to touch base and ask you to be in touch with us if there are positive news stories or events you think we should consider making public events in the coming week or two.

Let the entire group on this email string know.

Thank you.

**Rob Godfrey**  
**Office of Governor Nikki Haley**  
**Desk: (803) 734-2028 | Mobile: (803) 429-6068**