

Meet Our PR Team



James Hamill jhamill@poconos.org

James Hamill, also known as Jim, is the Director of Public Relations for the PMVB. James works with the PR team to produce content for Pocono Television Network (PTN), its monthly show Pocono Mountains Magazine (PMM), the weekly Pocono Mountains Podcast, and various other platforms including social media. He handles media relations strategy from distributing news releases to pitching stories to responding to inquiries from writers, reporters and influencers. As a host of PTN, he helps tell the story of our members and our mountains.



Brianna Strunk bstrunk@poconos.org

Brianna Strunk is the Public Relations Manager for the PMVB and also serves as a reporter/host for the Pocono Television Network and Pocono Mountains Magazine. Brianna uses her passion for storytelling and expertise as a former TV news reporter/anchor to help members identify and share their unique, inspiring stories through video. Brianna also specializes in community liaison work, crafting press releases, creating social media content, working with reporters/media outlets to highlight PMVB members and the destination as a whole, and helping members/partners strategize how to garner news coverage.



Elijah Lee Reeder ereeder@poconos.org

Elijah Lee Reeder is the Creative Manager for the PMVB. Elijah works across multiple departments to support the creative vision of PTN, PMM, and the PMVB as a whole. With a background as a film producer and creative lead working on campaigns for international brands and high-profile editorial pieces, his skills are applied to content creation, branding, and marketing initiatives. He is also passionate about assisting our members, communities, and universities with their marketing and video production needs.



Tom Gregory tgregory@poconos.org

Tom Gregory is the Videographer for the PMVB. He films content for Pocono Television Network and the Pocono Mountains Magazine hour-long show, working to edit the program alongside fellow team members. New episodes of the show air monthly on PTN, YouTube, Facebook and various stations across the Northeast. His focus while filming is storytelling and showcasing all the Poconos has to offer.



Zane Shupp zshupp@poconos.org

Zane Shupp is the Video Production Manager for the PMVB. He brings more than 20 years of TV, video and film experience to the wide variety of commercial, promotional, web and broadcast content produced by the PMVB. He also manages the PMVB's 24-hour digital streaming network, the Pocono Television Network (PTN). Zane takes pride in producing high-quality, relevant videos that show everyone just how great it is to visit and live in the Pocono Mountains. Zane looks forward to making your next video a success!

