

Lee County Visitor & Convention Bureau welcomes new communications manager

LEE COUNTY, FL – MAY 13, 2019 – Lee County Visitor & Convention Bureau (VCB) welcomes Miriam Dotson as its new communications manager.

Dotson's role will include promoting The Beaches of Fort Myers & Sanibel as a visitor destination in media outlets, both domestically and internationally. Through familiarization trips and building relationships with journalists, she will work to secure editorial coverage as well as originate content to promote Lee County.

Dotson brings more than 15 years of journalism and communications experience to the VCB.

She most recently served as a community program coordinator and public information officer for the Lee County Sheriff's Office.

Prior to that role, she spent more than 12 years in TV news working in multiple markets across the country. Dotson began her career in Fort Myers at WINK News starting as a video editor and producer before moving to on-air reporting and anchoring. Dotson also worked in San Antonio, gaining recognition for her Emmy-nominated series, *Trips on a Tank* and launched a lifestyle show, *Daytime at Nine*, before returning to Lee County as morning anchor for *Fox 4 Morning News*. Dotson also served as an instructional assistant in the journalism department for Florida Gulf Coast University.

Born and raised in Connecticut, Dotson earned her bachelor's degree in broadcast communication with a minor in journalism from Barry University in Miami. She resides in Cape Coral with her husband and two small children.