

“Social Media Implications for Emergency Services”

Getting the most out of your virtual messaging, in a public safety world, and developing policies to keep your agency out of legal problems.

What’s a tweet?

Do we want to join Nixle?

What’s so special about YouTube?

Find out the answers to these questions and more as we dive into the rapidly evolving world of online social media and how it can empower your agency and improve vital messaging efforts to the public and beyond. We’ll show you how you can use these free online tools to energize citizens, spread important safety messages to the media, support recruiting efforts and enhance your agency’s public relations image all with a few clicks of the mouse.

As a public safety agency you need to insure the Tweets transmitted or video clips uploaded to YouTube, by on-duty personnel describing or depicting emergency incidents or fire station activities, represent your agency in a professional and legal manner. Insights will be presented into the unintended consequences of open ended use of the social media.



City of Glendale, Public Relations/Marketing Executive Julie Watters

Julie has worked for the City of Glendale for eight years and has more than 20 years of television and radio experience, including more than 11 years with KPNX-TV (Channel 12), the NBC affiliate in Phoenix. An Emmy award-winning journalist, Julie joined Glendale’s Marketing/Communications Department in 2006 and manages the city’s public relations office. She has also served as an assistant manager over the city’s TV station and Web site and as host and producer of numerous TV shows featuring Glendale’s events, hot topics and city programs. Before joining Glendale’s marketing team, Julie spent four years with the Glendale Fire Department where she developed the department’s first-ever community services division, a public information office, several community programs and was the supervisor of the fire marshal’s office. While there, she was promoted to a level on par with an assistant chief. Julie has a bachelor’s degree in broadcast journalism from Northern Arizona University.



City of Glendale, Webmaster Ginger Eiden

Born and raised in Glendale, Arizona, Ginger Eiden has been working in media and technology for more than 12 years. Ginger graduated from Arizona State University's Walter Cronkite School of Journalism and has worked for numerous newspapers and magazines locally and nationally, including *The Arizona Republic*, the *Tribune* family of newspapers, *Scottsdale Life Magazine*, *Phoenix Magazine* and McMurry Custom Publishing – an industry leader in custom healthcare, travel and entertainment publications. Ginger joined the City of Glendale in 2005 as the city's webmaster, and during her time has helped to create several new Web sites for the city and ensure the city maintains a positive brand online. She recently helped the city to become one of the first in the Valley to develop social media campaigns, with featured content on Twitter, YouTube and Facebook.



Attorney Ira Schwartz

Ira M. Schwartz is a Shareholder in the Phoenix office of DeConcini McDonald Yetwin & Lacy. He practices primarily in the intellectual property area, representing a broad range of clients from large corporations and universities, to small and medium sized high technology businesses, to individual artists, authors and inventors. His practice includes prosecuting copyright and trademark applications, both in the U.S. and internationally, drafting licensing and royalty agreements, manufacturing agreements, distribution agreements and enforcing and defending patent, trademark, copyright infringement and trade secret misappropriation cases in federal and state courts and in arbitration. Mr. Schwartz lectures frequently on Intellectual Property Law and International Law issues. Among his recent speaking engagements, he was a panel moderator on International Litigation and Arbitration at the 2009 European Law Conference of ITechLaw, in Brussels, Belgium. He is a member of the Board of Directors of the International Technology Law Association (ITechLaw), and a member of the Intellectual

Property Section of the State Bar of Arizona (Past President), the American Bar Association and the American Intellectual Property Law Association. Mr. Schwartz is also a *Judge Pro Tempore* of the Arizona Superior Court.



Attorney Peter Goldman

Peter B. Goldman is a Shareholder in the Tucson office. Peter practices Intellectual Property Law. He is a Registered U.S. Patent Attorney and his practice focuses on patent, trademark, trade secret, and copyright matters. He helps clients establish, protect and – when necessary – enforce their intellectual property rights. His workload often includes science- and technology-based issues and the commercial law underpinning them, such as licensing and non-compete agreements.

Although he is a Shareholder in the Tucson office and many of his clients are here, he also has clients from Atlanta to San Francisco to New York, from Los Angeles to Germany, to the Research Triangle. His practice is a federal practice; he carries his work in his laptop and litigates around the country.

Some of his clients are high-tech manufacturers and builders, some are doctors, some are workbench inventors. Some work with bricks and mortar, some with precision instruments in a clean room.

Peter enjoys working with inventors and entrepreneurs and the enterprises they build. He states: “[t]hey are visionaries. They find solutions before the rest of us realize we have a problem in need of fixing. That’s why they are such interesting and rewarding clients.”

Peter graduated Dartmouth College; has a Ph.D. from Harvard University; and earned his law degree at the University of Arizona. He serves from time to time as a Judge Pro Tem and court-appointed arbitrator. He is fluent in Spanish.