

Meet the Virtual Social Media Working Group Series: Jim Garrow, Anthony Guglielmi, Greg Licamele and Edward Vassallo

October 31, 2012

Recognizing the need to address the challenges associated with social media for emergency response and public safety, the DHS Science and Technology Directorate (S&T) established the Virtual Social Media Working Group (VSMWG). The group's mission is to provide recommendations to the emergency preparedness and response community on the safe and sustainable use of social media technologies before, during, and after emergencies.

Drawn from a cross-section of subject matter experts from local, state, , and federal responders from across the United States, VSMWG members are establishing and collecting best practices and solutions for the Nation's first responders and the emergency preparedness and response community.

Members of the VSMWG were selected based on their experience in leveraging social media technologies to pursue the missions of their agencies. Many VSMWG members have served as speakers, trainers, and subject matter experts at major homeland security-related workshops, roundtables, and conferences on the topic of social media.

This post is the first in a series of articles which will include the biographies and photos of each VSMWG member. For more information and to participate in ongoing discussions with the group, please join DHS First Responder Communities of Practice at www.communities.firstresponder.gov.

Jim Garrow, Operations and Logistics Manager, Bioterrorism and Public Health Preparedness, Philadelphia Department of Public Health



Jim Garrow is a disaster planner with an eye on the future. He foresees a time when the public will be a partner to planners and disaster planning will be a normal part of everyday life. In the meantime, he works at the Philadelphia Department of Public Health coordinating

emergency and risk communication and social media as well as managing five staff members who ensure that Philadelphia is well prepared and ready for anything.

Anthony Guglielmi, Director, Public Affairs Section, Baltimore [MD] Police Department

Anthony Guglielmi is the Director of Public Affairs for the Baltimore Police Department and is responsible for all aspects of external communications. Appointed in December 2008, Director Guglielmi serves as the agency's chief spokesman and principal communications advisor to the City's

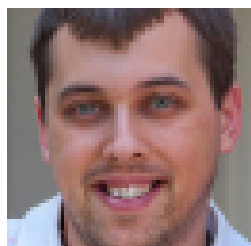


Meet the Virtual Social Media Working Group (continued)

Police Commissioner. Prior to joining the Baltimore Police Department, Guglielmi served as Director of Congressional and Public Affairs for the United States Office of Special Counsel – a federal law enforcement and prosecutorial agency in Washington, D.C.

A native of Connecticut, Guglielmi is a graduate of New York University and has held numerous senior-level government and private sector positions including Director of Communications for the New York State Senate, Press Secretary for the State of Connecticut Division of Parole, and legislative communications consultant for Pfizer, Inc.

Greg Licamele, Director, External Communications, Fairfax County [VA] Office of Public Affairs



Greg Licamele has served as the public information officer (PIO) and director of communications integration and engagement for Fairfax County, Virginia, for more than seven years, focusing on the county's social media presence, website, and mobile technologies. During a Joint Information Center activation, he leads a six-person PIO staff in the county's Emergency Operations Center focusing on all aspects of communications including messaging, social media, multimedia, media relations, and coordination with field PIOs. Greg has led responses to hurricanes, snowstorms, H1N1 flu and other high-profile issues. He works closely with county first responders such as police, fire, and health departments to advocate, educate, and implement social media and other digital tools.

Prior to joining Fairfax County, he worked for five years at The George Washington University's public affairs office with a key focus on emergency information and served as a consultant to the Office of Public Safety and

Emergency Management. Greg has spoken to various federal, state, local, and community groups about many aspects of social media including emergencies, policies, and specific tools. He also serves on the board of directors of the statewide Virginia Government Communicators organization.

Edward J. Vasallo, Ready Coordinator, Philadelphia Office of Emergency Management

Edward Vassallo works as the Ready Coordinator in the External Affairs Division of the Philadelphia Office of Emergency Management (OEM). In this role, he manages the Ready Philadelphia Public Outreach Campaign, which focuses on educating the citizens of Philadelphia on the importance of emergency preparedness.



Through press events, websites, brochures, newsletters, community outreach, and social media, Ed promotes the Ready Philadelphia campaign in order to prepare the public for all possible emergencies. He's even been known to appear as "Wally Wise Guy, the Shelter-in-Place Turtle," all so that the citizens know what to have in their head, home, and hand during an emergency.

In addition to his position at OEM, Ed serves on the City's Social Media and Communications Workgroup. He regularly advises other city agencies and emergency managers from across the country on the use of social media as a public relations tool. Ed joined OEM in June 2008 after years in print media and public relations. He also holds a Bachelor of Arts degree in Journalism from Penn State University.