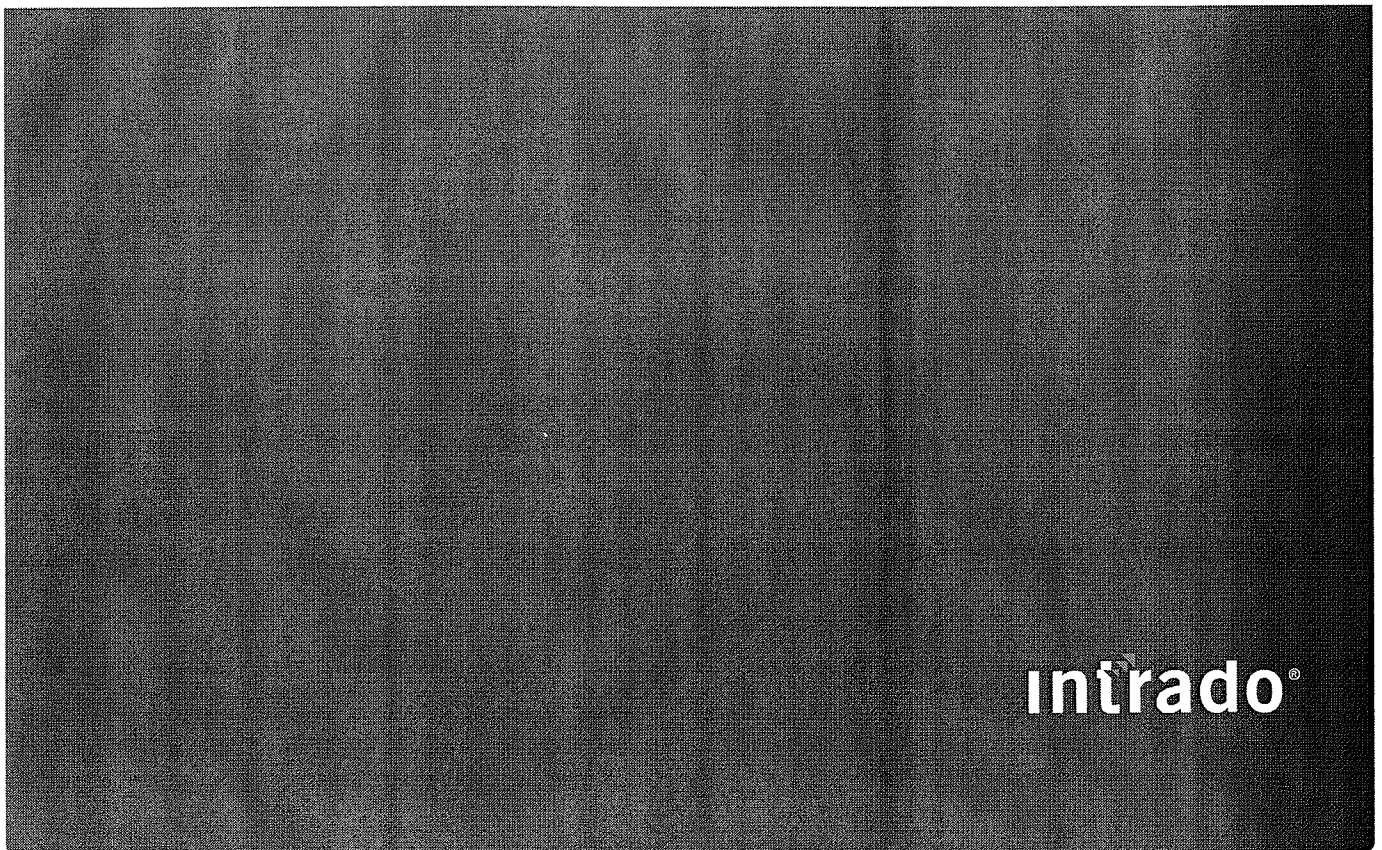




BEWARE™ INCIDENT INTELLIGENCE



intrado®

EXHIBIT A

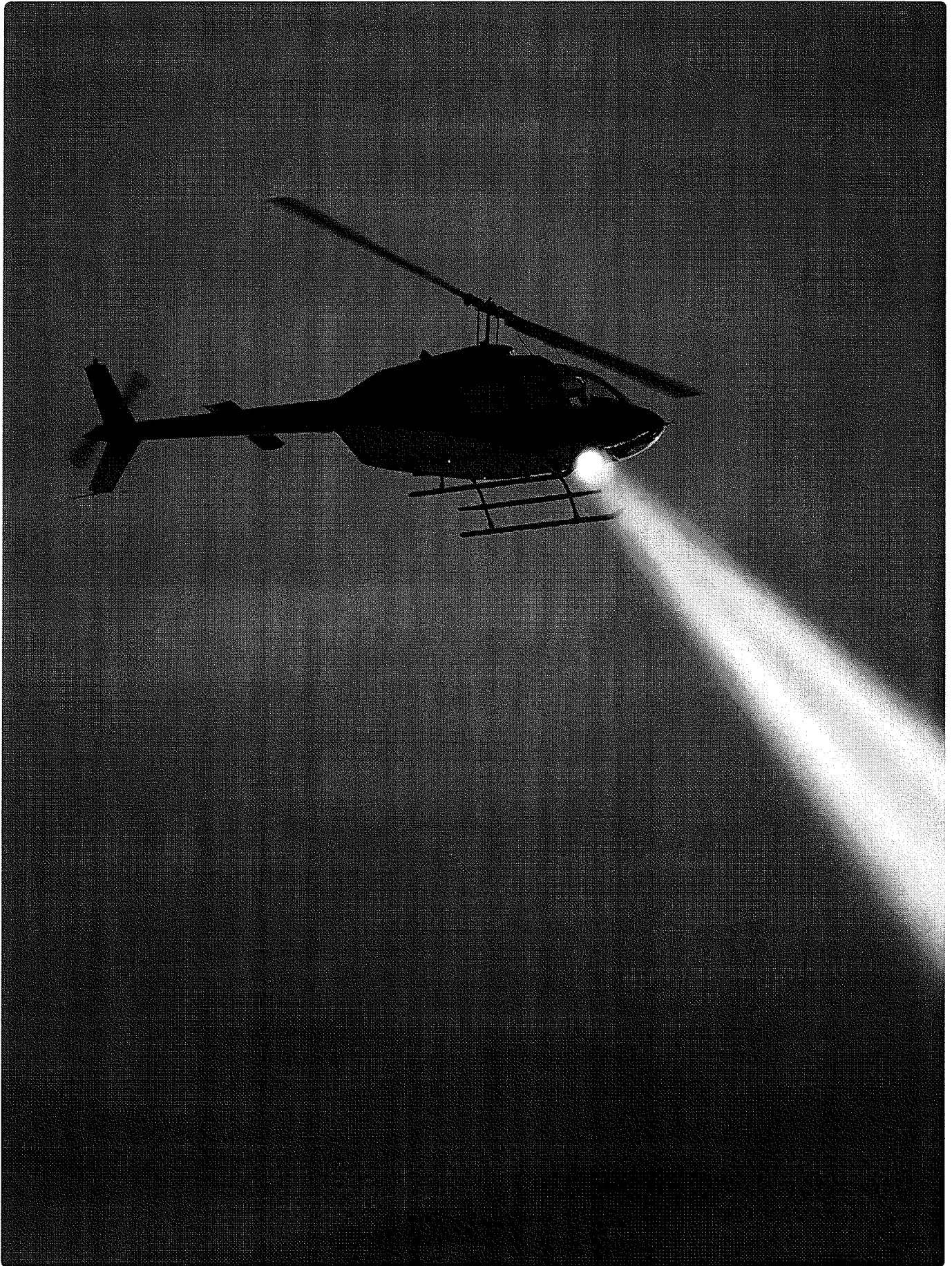
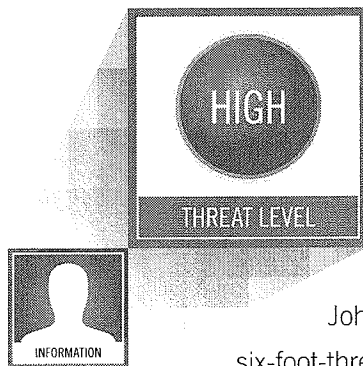


EXHIBIT A

A DISTURBANCE CALL TURNS DEADLY



At 20:02 hours, a police patrol unit is dispatched to a domestic disturbance at 345 Maple Street. While en route to the location, one of the officers queries the street address on the unit's mobile data terminal using BewareSM Address.

Beware Address displays the homeowner as Bernard Johnson, age 42, a Caucasian male with brown hair, blue eyes, six-foot-three-inches tall and 235 pounds. Bernard is a retired combat veteran having served as a sniper in Afghanistan. He also was convicted of felony aggravated assault on a police officer two years prior.

Bernard's information, displayed in a headline format, comes back with a high threat score of 67 out of 100. Officers read a little further in the Beware information profile and discover that Bernard also has a documented history of post-traumatic stress disorder (PTSD) and does not comply well with authority. He also posted information about his battle experiences to social media the day before the call.

With this information, officers request a backup unit. Both units arrive at 345 Maple Street from opposite directions of the street and notice that the house is dark and silent. As a precaution, the officers ask dispatch for air support.

Within minutes, a police helicopter flies over and shines a spotlight on the house to find Bernard Johnson in position on the roof holding a long-range rifle. The helicopter uses the light to blind Johnson and orders him to drop his weapon. Bernard complies and officers move in to arrest him without further incident, and a potentially deadly situation is avoided.

BEWARESM DELIVERS LIFE-SAVING INFORMATION



THE HIGH COST OF HEROISM

From 2002 to 2012, there were 58,261 assaults on law enforcement officers, resulting in the death of a police officer somewhere in the United States every 53 hours.¹

From 2011 to 2012, 73 percent of law enforcement fatalities were the result of ambushes or surprise attacks. Many deaths occurred while officers were trying to stop or arrest a suspect who was previously arrested for a violent crime.²

In today's world, relevant and timely information about people, places and property associated with an incident is just as critical to public safety as a firearm or radio communications. Inefficient access to critical suspect or incident information can affect an officer's ability to adequately identify and respond to an incident that could result in injury or death.

For example, in nine out of 10 calls to 9-1-1 there is additional information associated with an address that is not normally available to public safety, including vehicle registrations, criminal records, warrants, permits, property records, telephone numbers, relatives and social media posts.

What is more, access to a person's medical history, such as diabetes or allergies to specific medicines, can ensure proper on-scene medical treatment to help save a life.

To get this information where, when and to whom it is needed most, Intrado has developed BewareSM, a comprehensive and highly accessible incident intelligence tool.

Designed specifically for call takers, dispatchers and responders, Beware enhances situational awareness by searching, sorting and scoring billions of commercial records in a matter of seconds. Beware provides easy access to relevant information that is critical for a more prepared, more confident and safer response to a potentially dangerous situation.

Sources:

1 - National Law Enforcement Officer's Memorial Fund, April 2012.

2 - Federal Bureau of Investigation 2011 U.S. Census, April 2012.

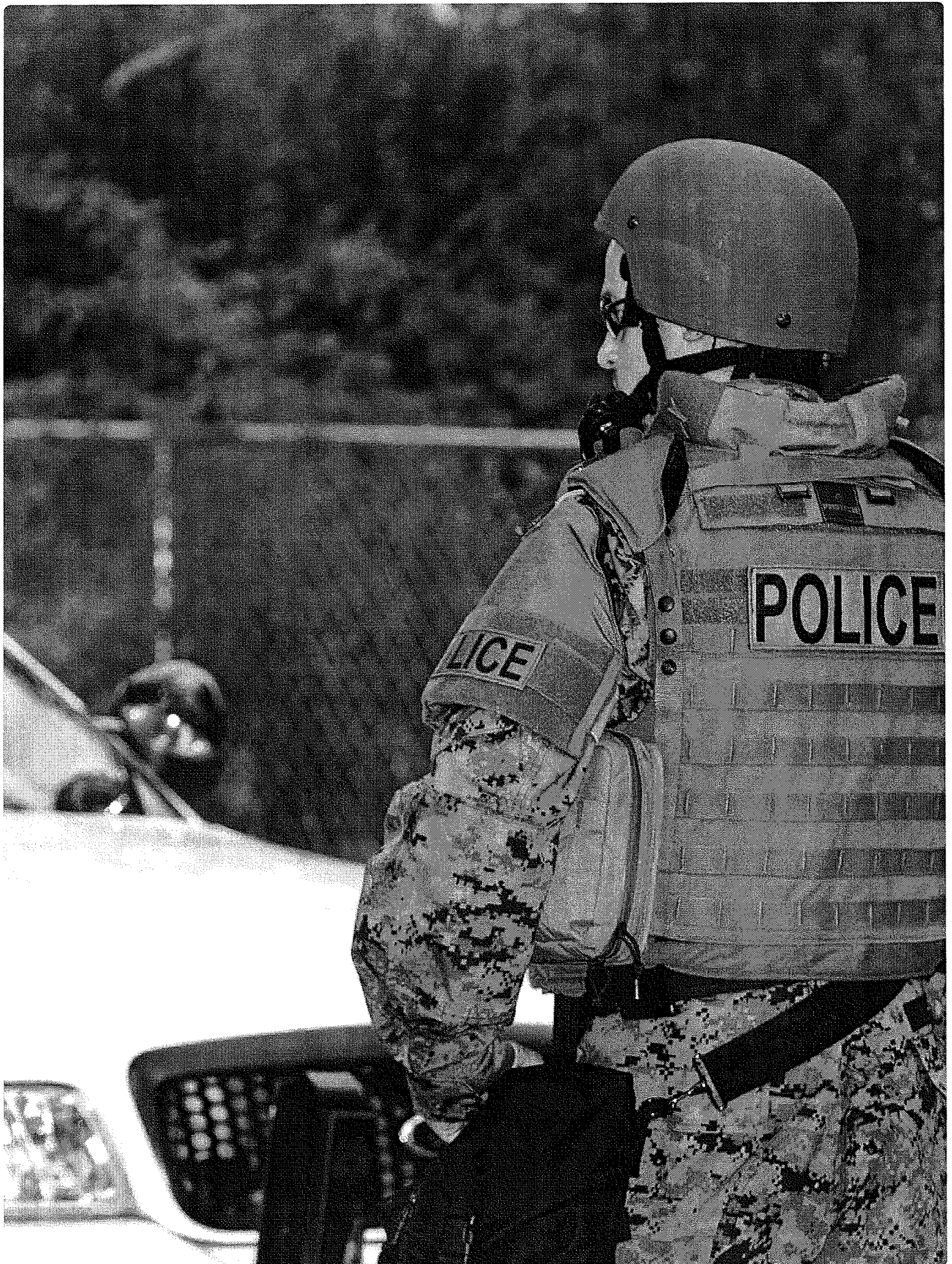
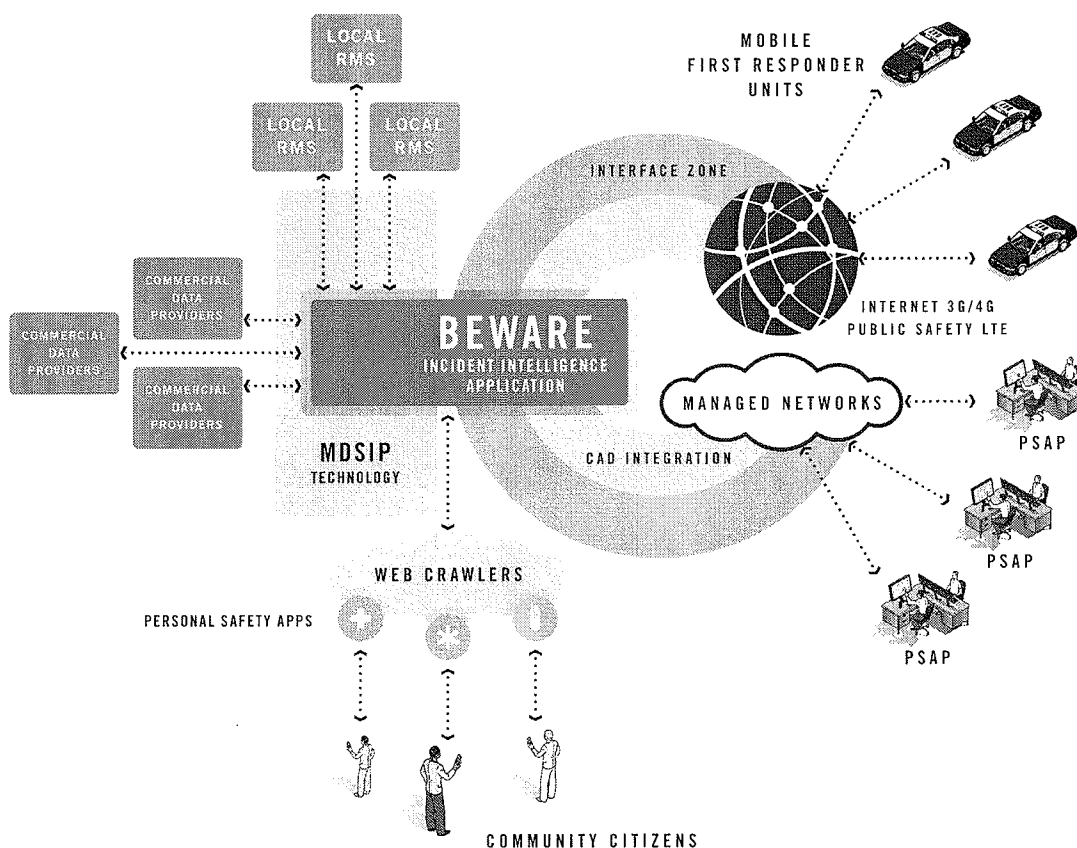


EXHIBIT A

THE INTRADO BEWARESM INCIDENT



HOW IT WORKS

Beware solutions deliver data to call takers, dispatchers and responders over a 3G/4G Internet or public safety LTE connection. Beware is fully integrated with existing communications channels. Beware solutions are cloud-based and deploy massive data sourcing integration platforms (MDSIP) to retrieve key data elements from commercial providers, local RMS files and smart Web crawling.

INTELLIGENCE SUITE

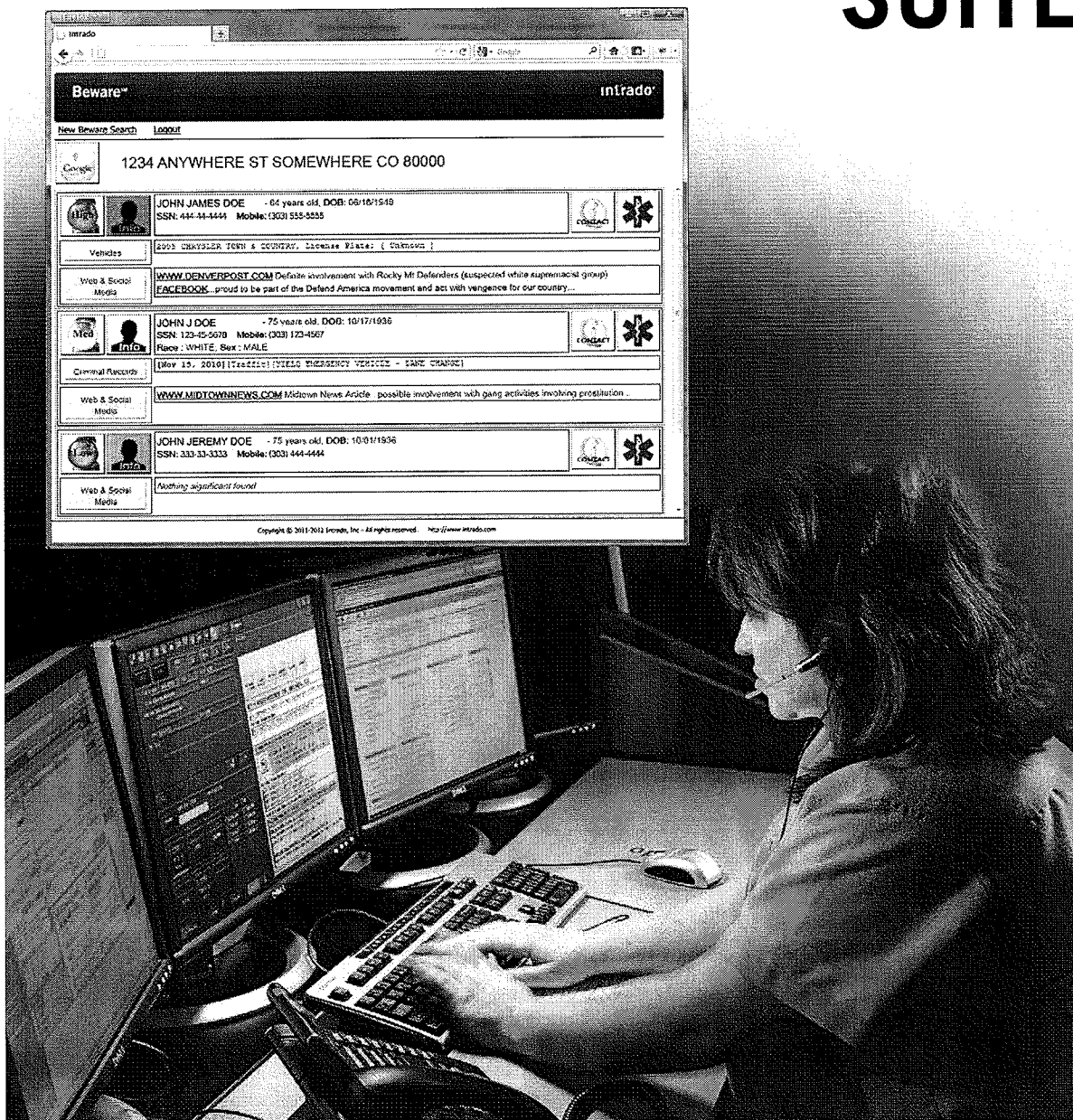
The Intrado BewareSM Incident Intelligence Suite is based on significant amounts of historical work in mathematical science, decisioning science and link analysis conducted primarily by the United States military beginning during World War II and advanced during the Cold War. Today, Beware uses a comprehensive set of patent-pending algorithms that search, sort and score vast amounts of commercial records from the largest and most reputable data mining companies in the industry. Beware presents this relevant data as actionable intelligence about the people, places and properties involved in an incident. The information is displayed in an easy-to-read headlined format complete with threat scores—all within seconds of the initial query.

BEWARE PROVIDES CALL TAKERS, DISPATCHERS AND RESPONDERS WITH:

- Enhanced situational awareness at or before the point of engagement
- More informed decision making
- More coordinated, prepared and confident responses to incidents
- Fast, insightful and relevant information about an incident
- Better, safer outcomes for all parties involved

Beware technology offers public safety personnel access to more information than ever before. Call takers, dispatchers and responders have considerably more information about people, places and properties than is typically available to the PSAP or found in local, state and/or federal criminal databases.

THE BEWARESM SUITE



BewareSM is a browser-based, software-as-a-service (SaaS) solution that provides secure, flexible access to information using any Internet-capable device, such as a smartphone, tablet, laptop or desktop.

Beware services provide call takers, dispatchers and responders with mission-critical information when and where it is needed most. Public safety personnel gain intelligent insight from billions of commercial records and thousands of website hits about people, places and properties in an easy-to-read, interactive, browser-based format complete with threat score headlines and “Beware” statements.

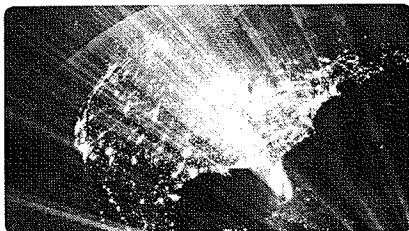
THE BEWARE SUITE OF SERVICES INCLUDE:

- **Beware Address:** Uses a targeted street address to provide public safety personnel with fast, relevant, insightful information about a residence, its occupants and immediate relatives.
- **Beware Insight:** Extensively profiles a person, place or item of interest relevant to an incident or crime. Beware Insight can also be used to help locate fugitives.
- **Beware Caller:** Queries the phone number from an inbound 9-1-1 call to create an information brief about the caller, including name, address, age, gender, immediate relatives and registered vehicles. Beware Caller can also be integrated with Intrado® VIPER® call processing and CAD solutions.
- **Beware Vehicle:** Uses a vehicle license plate number to provide public safety personnel with owner's name, address, age, gender, immediate relatives and any available associated information.
- **Beware Nearby:** Searches, sorts and scores potential threats within a specified proximity of a specific location in order to create an information profile about surrounding addresses.
- **Beware Records:** Integrates key caller information and pertinent records from a public safety agency's record management system (RMS) with the information presented in Beware Address.
- **Beware Personal:** Provides subscriber-supplied personal information, such as medical information, emergency contacts, allergies, diseases, medications and more.

Beware Insight, Caller, Vehicle, Nearby, Records and Personal are offered as separate additional services to Beware Address.

WHY INTRADO

Intrado combines more than 30 years of experience in emergency communications, technical expertise and world-class engineering to deliver BewareSM, the most comprehensive, accessible and secure incident intelligence tool in public safety.



INTRADO IS THE PROVEN NEXTGEN 9-1-1 LEADER WITH:

- NextGen technology deployed or in progress of being deployed in over 300 PSAPs
- More than 10 million NextGen 9-1-1 calls handled, serving more than 20 million citizens and counting
- Statewide NextGen deployments in Vermont and Washington
- The highest levels of network availability
- More than 30 years of 9-1-1 innovation and leadership

PSAPs across North America and the world's largest telecommunications companies have trusted Intrado to deliver emergency communications services and technology for more than three decades.

For more information about BewareSM, contact Intrado
at **877.262.3775** or **PSAPinfo@intrado.com**.



About Intrado

In business for more than 30 years, Intrado, a subsidiary of West Corporation, has maintained a focus and passion for saving lives and supporting the needs of public safety. Agencies and telecommunication services providers throughout the world depend on Intrado for emergency communication services and technology. Intrado's dedicated focus on emergency communications technology allows the company to continue pioneering network innovations that improve emergency response. For more information, visit www.intrado.com, or follow Intrado on Facebook and Twitter for the latest news.

www.intrado.com



130509CN-002-Beware

Because There are no Routine Calls Intrado Beware®

Alert call takers, dispatchers and responders to
potentially dangerous situations when and where
it matters most with Intrado Beware®.

From: Angeline MacIvor <angelinem@mediasonar.com>
Sent: Monday, September 21, 2015 8:02 AM
To: Steven Casto
Subject: Re: FW: Do you have time for a quick update call?

Follow Up Flag: Follow up
Flag Status: Completed

yes, my apologies to you both. I swore I sent this to Mike in Toronto. Monday morning fat fingers

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

On Mon, Sep 21, 2015 at 11:00 AM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Hi Angeline,

Did you mean to send this to someone else at another agency?

From: Michael Landon
Sent: Monday, September 21, 2015 7:38 AM
To: Steven Casto
Subject: FW: Do you have time for a quick update call?

Are you dealing with these folks?

From: Angeline MacIvor [<mailto:angelinem@mediasonar.com>]
Sent: Monday, September 21, 2015 6:54 AM
To: Michael Landon
Subject: Do you have time for a quick update call?

Hey Mike,

How are you? If you have a few minutes, I'd love to talk about the renewal timing. Is there a good time to call?

Warmest Regards,

Angeline MacIvor | SVP & Co-Founder

Media Sonar Technologies Inc.

toll free: 855 898 4044 xt. 401

cell: 226 927 5594

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Monday, September 21, 2015 8:00 AM
To: Michael Landon
Subject: RE: Do you have time for a quick update call?

That's weird. I bet she meant to e-mail someone else since we're not renewing anything. I'll check in with her...

From: Michael Landon
Sent: Monday, September 21, 2015 7:38 AM
To: Steven Casto
Subject: FW: Do you have time for a quick update call?

Are you dealing with these folks?

From: Angeline MacIvor [<mailto:angelinem@mediasonar.com>]
Sent: Monday, September 21, 2015 6:54 AM
To: Michael Landon
Subject: Do you have time for a quick update call?

Hey Mike,

How are you? If you have a few minutes, I'd love to talk about the renewal timing. Is there a good time to call?

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
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cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Monday, September 14, 2015 2:07 PM
To: Angeline MacIvor
Subject: RE: Speed

Sounds good. Thanks for the update, Angeline. Same to you!

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Monday, September 14, 2015 1:37 PM
To: Steven Casto
Subject: Speed

Big speed release targeted around Wednesday. I'll keep you posted. I hope all is well!

--

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Monday, September 14, 2015 1:38 PM
To: Rodney Nielson
Subject: FW: Speed

FYI.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Monday, September 14, 2015 1:37 PM
To: Steven Casto
Subject: Speed

Big speed release targeted around Wednesday. I'll keep you posted. I hope all is well!

--

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Wednesday, August 19, 2015 10:14 AM
To: Rodney Nielson
Subject: RE: Did you see the new features upgrade on Monday??

Geofeedia trial is over.. But we can maybe try throwing a few things at Media Sonar to see how it performs if we have time.

From: Rodney Nielson
Sent: Wednesday, August 19, 2015 10:13 AM
To: Steven Casto
Subject: RE: Did you see the new features upgrade on Monday??

Should we schedule some time tomorrow to look at these side by side again?

-- Rodney

From: Steven Casto
Sent: Wednesday, August 19, 2015 9:46 AM
To: Rodney Nielson <Rodney.Nielson@fresno.gov>
Subject: FW: Did you see the new features upgrade on Monday??

FYI.

From: Angeline MacIvor [<mailto:angelinem@mediasonar.com>]
Sent: Wednesday, August 19, 2015 9:45 AM
To: Steven Casto
Subject: Re: Did you see the new features upgrade on Monday??

Cool! Make sure to set up some alarms and check out the link analysis. We're still fixing a few post deployment bugs, so if run into any issues just refresh the url, they're pushing up little patches throughout the day.

On Wed, Aug 19, 2015 at 12:39 PM, Steven Casto <Steven.Cast@fresno.gov> wrote:

Hi Angeline,

We received the e-mail and I have taken a quick look. Things did seem to be working much faster than before. Hopefully I can try a couple of test scenarios today or tomorrow..

From: Angeline MacIvor [<mailto:angelinem@mediasonar.com>]
Sent: Tuesday, August 18, 2015 11:17 AM
To: Steven Casto
Subject: Did you see the new features upgrade on Monday??

Hi Steve,

How are you? In case you missed the email and haven't checked the system, we did our alarming/speed/link analysis upgrade on Monday. The new stuff is pretty slick. Let me know when you have a chance to take a look and are ready to talk next steps!

--

Warmest Regards,

Angeline MacIvor | SVP & Co-Founder

Media Sonar Technologies Inc.

toll free: 855 898 4044 xt. 401

cell: 226 927 5594

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

--

Warmest Regards,

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cell: 226 927 5594

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Wednesday, August 19, 2015 9:45 AM
To: Angeline MacIvor
Subject: RE: Did you see the new features upgrade on Monday??

Awesome. Will do. Thanks.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Wednesday, August 19, 2015 9:45 AM
To: Steven Casto
Subject: Re: Did you see the new features upgrade on Monday??

Cool! Make sure to set up some alarms and check out the link analysis. We're still fixing a few post deployment bugs, so if run into any issues just refresh the url, they're pushing up little patches throughout the day.

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Warmest Regards,

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Twitter: @AngelineMacIvor

--

Warmest Regards,
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Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Monday, August 17, 2015 4:04 PM
To: Rodney Nielson
Subject: RE: Spam: SPAM: Media Sonar Product Update

I checked in with Media Sonar this morning, but didn't see any of the new features.. I did notice it was way faster, though..

From: Rodney Nielson
Sent: Monday, August 17, 2015 4:01 PM
To: Steven Casto
Subject: FW: Spam: SPAM: Media Sonar Product Update

I'm sure you received this, but just in case.....

-- Rodney

From: Media Sonar [<mailto:marketing=mediasonar.com@mail219.atl121.mcsv.net>] **On Behalf Of** Media Sonar
Sent: Friday, August 14, 2015 11:39 AM
To: Rodney Nielson <Rodney.Nielson@fresno.gov>
Subject: Spam: SPAM: Media Sonar Product Update

MEDIA SNAR

New and Improved Functionality!

Rodney,

Media Sonar is pleased to introduce some fantastic new features and improvements in workflow, speed and overall efficiency!

Inspired by safety, Media Sonar's mandate is to integrate public safety and technology. We are always striving to make the leading public safety social media intelligence platform as comprehensive as possible, while being easy to use, in order to better serve you, our valued customer.

Below is a list of the latest improvements and updates Media Sonar is pleased to unveil:

- **Link Analysis** – a Twitter-based feature, after adding a Person of Interest you can now see who is 'following' and being 'followed' by that Person. You can also view and retrieve posts from the POI as well as posts where the POI is mentioned.
- **Alerting** – email alerts are available for any saved Search. A variety of intervals are available for use including immediate, every 30 minutes, every hour, every 4 hours, or daily.
- **Keyword Searches** – increased capabilities now allow users to search specifically for hashtags and usernames by using '#' and '@' symbols.
- **Reverse Image Lookup** - found on posts from Twitter, Instagram, or Flickr, this link is meant to be a quick way to do online image verification.
- **Improved People Searching** – view a Person of Interest's posts and mentions, only their posts or only their mentions
- **Improved Activity Over Time Visualization** – this visualization is now interactive and contains more data points.
- **New Analytics:**
 - Top Tags – itemizes the top hashtags in a Search in descending order
 - Top Mentioned Users – when using our Link Analysis feature, you can search by a person to see who they are talking to most often
- **Improved speed-** throughout the application

User Guide now available! Simply go to the Help Menu in Media Sonar to access this document chock full of easy-to-follow instructions and reminders about topics like Passwords and how to utilize the most search/filter functionality available today.

Note that this new version is set to go live on Monday, August 17th. No interruptions to service are expected, however if you experience any issues,

please contact our Support Team.

Yours in Safety,

-The Media Sonar Team

www.mediasonar.com



[Website](#) [Twitter](#)

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You are receiving this email because you are a current Media Sonar customer, and we appreciate your business.

Our mailing address is:

Media Sonar Technologies Inc.
569 Consortium Court
London, On N6E 2S8
Canada

[Add us to your address book](#)

To ensure delivery to your inbox, please add marketing@mediasonar.com to your address book.

If you wish to no longer receive emails from Media Sonar, you can unsubscribe at any time.

Please allow 7-10 business days for lists to be updated.

[unsubscribe from this list](#) [update subscription preferences](#)



From: Brandon Filoramo <brandon.filoramo@geofeedia.com>
Sent: Monday, August 10, 2015 12:11 PM
To: Steven Casto
Subject: Re: Trial follow-up

Sure works great. I'll give you a ring!

Sent from my iPhone

On Aug 10, 2015, at 3:09 PM, Steven Casto <Steven.Casto@fresno.gov> wrote:

1:30 work for you today?

From: Brandon Filoramo [<mailto:brandon.filoramo@geofeedia.com>]
Sent: Monday, August 10, 2015 10:00 AM
To: Steven Casto
Subject: Re: Trial follow-up

Hi Sgt,

Hope you had a great weekend. How does this afternoon or tomorrow look for you?

Best,
Brandon

Sent from my iPhone

On Aug 6, 2015, at 7:39 PM, Steven Casto <Steven.Casto@fresno.gov> wrote:

No sweat. Talk to you Monday. Thanks much.

From: Brandon Filoramo [<mailto:brandon.filoramo@geofeedia.com>]
Sent: Thursday, August 06, 2015 8:08 AM
To: Steven Casto
Subject: Re: Trial follow-up

Hi Sgt.,

I'm really sorry for the issues - truthfully it's very rare for us, and was likely my fault. I uploaded 76 different shape files to demonstrate how we can break up Fresno into multiple zones, and that upload was corrupted - which caused an error in our streamer view. I know we've done a few trials but I can open up the access again if you'd like - I can confidently say there won't be any issues this time. Just let me know...

Understood on your current project - I will drop you a line on Monday to see if you have a few minutes to touch base.

Have a great weekend sir and let me know if I can help at all in the meantime.

<image001.jpg>

<image005.jpg>

Brandon Filoramo
Account Executive, Strategic Accounts
Geofeedia, Inc. | geofeedia.com
O: 312.724.8457 **C:** 248.703.8608
444 N Wells St., Suite 502
Chicago, IL 60654

<image002.jpg>

On Thu, Aug 6, 2015 at 9:26 AM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Hi Brandon,

Not very well. We had time that morning but as luck would have it both your system and Media Sonar were having issues.. We haven't had a spare minute since. We're going to be wrapped up in a project which will unfortunately probably take us through the weekend to complete. With everything scheduled next week, it may be difficult, but can you check in with me on Monday sometime and I'll have a better picture?

Thanks.

Steve

From: Brandon Filoramo [<mailto:brandon.filoramo@geofeedia.com>]
Sent: Thursday, August 06, 2015 6:27 AM
To: Steven Casto
Subject: Trial follow-up

Hi Sgt Casto,

How did the trial go last week? Do you have a few minutes tomorrow or next week for a follow-up call?

Should we wait until after you've received a price proposal from MediaSonar, so we can hammer out all the details?

Respectfully,

<image003.jpg>

Brandon Filoramo

Account Executive, Strategic Accounts

Geofeedia, Inc. | geofeedia.com

O: 312.724.8457 **C:** 248.703.8608

444 N Wells St., Suite 502

Chicago, IL 60654

<image002.jpg>

<image007.jpg>

From: Steven Casto
Sent: Tuesday, August 04, 2015 7:16 AM
To: Angeline MacIvor
Subject: RE: Invitation: So, who's your date for the dance? @ Tue Aug 4, 2015 4:30pm - 5pm (angelinem@mediasonar.com)

☺ Thanks, Angeline.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Tuesday, August 04, 2015 7:15 AM
To: Steven Casto
Subject: Re: Invitation: So, who's your date for the dance? @ Tue Aug 4, 2015 4:30pm - 5pm (angelinem@mediasonar.com)

As your favorite vendor who provides the best service, of course !!! ha ha ha ha ha

On Tue, Aug 4, 2015 at 10:14 AM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Can we do 11th at 1:30pm?

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Tuesday, August 04, 2015 7:05 AM
To: Steven Casto
Subject: Re: Invitation: So, who's your date for the dance? @ Tue Aug 4, 2015 4:30pm - 5pm (angelinem@mediasonar.com)

Of course. What day/time works?

On Tue, Aug 4, 2015 at 7:54 AM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Hi Angeline. My apologies – I'm working on a project with a really tight timeline and I'll be out of the office this week. Can we reschedule to next week, please?

-----Original Appointment-----

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Wednesday, July 29, 2015 12:35 PM
To: Angeline MacIvor; Steven Casto; Rodney Nielson
Subject: Invitation: So, who's your date for the dance? @ Tue Aug 4, 2015 4:30pm - 5pm (angelinem@mediasonar.com)
When: Tuesday, August 04, 2015 1:30 PM-2:00 PM (UTC-08:00) Pacific Time (US & Canada).
Where: I'll call your desk

[more details »](#)

So, who's your date for the dance?

When Tue Aug 4, 2015 4:30pm – 5pm Eastern Time - Toronto

Where I'll call your desk ([map](#))

Calendar angelinem@mediasonar.com

- Angeline MacIvor - organizer

Who • steven.casto@fresno.gov

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account steven.casto@fresno.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

<< File: invite.ics >>

--

Warmest Regards,

Angeline MacIvor | SVP & Co-Founder

Media Sonar Technologies Inc.

toll free: [855 898 4044](tel:8558984044) xt. 401

cell: [226 927 5594](tel:2269275594)

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

--

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.

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email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

From: Angeline MacIvor <angelinem@mediasonar.com>
Sent: Wednesday, July 29, 2015 1:03 PM
To: Steven Casto
Subject: Media Sonar proposal
Attachments: Latest Sole Source letter.docx; Media Sonar Proposal FRESNORTC001.docx

Hi Steven,

Here is the budgetary proposal. I look forward to the talk next week. I've also included a sole source. And I don't bash vendors (not my style, we are good enough) - but you really should focus on someone who's only focus is public safety (-: There's a good story about why I pushed so hard to focus on this market exclusively - I'll tell you over a frosty beverage someday.

--

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

MEDIA S(•)NAR

October 22, 2015

To whom this may concern,

This letter is to confirm that Media Sonar does not employ resellers, nor is the product available for purchase through any entity other than Media Sonar Inc. Media Sonar provides comprehensive support and end user privacy protection that we feel can only be provided by our own company representatives.

Further, Media Sonar is unique within the public safety marketplace. While other solutions may exist that allow aggregating social media, Media Sonar is the only vendor that is purpose-built for public safety organizations:

- We are the only solution that allows unrestricted world-wide searching of social media tied to a specific user or location
- We are the only vendor to offer unlimited data storage of captured data and no caps on the amount of data collected
- We are the only vendor that can provide data greater than 30 days old – often going as far back as 2 years
- We are the only vendor that has created a social media system based on case files – allowing the intelligent organization of social media findings – while restricting specific intelligence to only those should have access.
- We are the only vendor that allows public safety agencies to view social media accounts covertly, bypassing the need for fake accounts
- We are the only vendor that will allow you to read directly from our open, Restful API – allowing you to export data directly from our database and ingest it into other systems
- We are the only vendor that has been approved by Palantir for direct integration
- We are the only vendor that can guarantee that all data in our system is admissible in court and will not violate end user privacy settings
- We are the only vendor with an artificial intelligence program that can analyze context, phrases and emoticons – critical in understanding threats and evidence on social media (i.e. predictive features that allow us to get ahead of critical incidents, vs. responding to them).
- We are the only vendor that will create a behavioral profile on a person of interest.

I hope this documentation meets your expectations. Please let us know if you have any questions or concerns.

Sincerely,

Mark Hall
Director of Product Marketing
Media Sonar Technologies

MEDIA S(•)NAR

Address: 569 Consortium Court, London, ON N6E 2S8 Phone: 855-898-4044 Fax: 519-964-0021

October 22, 2015

To: Fresno Police – Real Time Crime Center

From: **Media Sonar**

Re: Proposal for Media Sonar: FRESNORTC001

In response to your expressed interest in Media Sonar, please find attached a proposal that has been tailored to your agency.

Media Sonar – Benefits & Opportunity Description:

Media Sonar is a social media investigations platform *specifically designed for law enforcement* (as opposed to applications which were and continue to be offered for retail purposes). It offers a number of critical applications that allow law enforcement professionals to mine social media for criminal activity, monitor and manage crisis events, and collaborate across jurisdictions. A summary of key features are listed below:

- The ability to search multiple social media platforms (Twitter, Instagram, Picasa, You-Tube, and Flickr, which also provides access – via Twitter – to FourSquare “check-ins” and Vines) by *topic, userid, location and time*.
- The ability to avoid the warrant process when identifying social media accounts for particular individuals.
- The ability to export social media content in a flexible format for long-term analysis, court documentation and import into other intelligence systems.
- The ability to analyze location-based sentiment/trending topics (critical for understanding and managing crisis events and identifying witnesses).
- The ability to understand associations between social media users.
- The ability to search media in any language, with full language translation support.

Media Sonar also includes workflow capabilities to ensure the highest degree of utility and efficiency *for law enforcement*, including:

- The ability to route media to specific individuals/departments for analysis
- The ability to collaborate on identified media of interest, in real time
- The ability to save and filter media for research purposes

Additionally, Media Sonar is *only* social media investigations vendor that allows agencies to:

- Have the option of *unlimited* number of user accounts
- Perform *unlimited* social media searches (no data caps or hidden data fees!)
- Access the platform via multiple device types, including desktop & mobile.
- Communicate in real time to persons of interest using undercover or official social media profiles.

Media Sonar has proven its value across our client base within a very short time. Key examples of how Media Sonar has assisted our public safety clients include:

- Identifying witnesses to violent acts
- Identifying serial sex offenders
- Identifying perpetrators in crimes against children
- Providing evidence to support fraud, homicide human trafficking and gang investigations
- Identifying the sources and locations for protest events
- Preventing suicide
- Monitoring school safety
- Identifying locations and individuals involved in narcotics distribution

Why is it reasonable to consider Media Sonar the sole effective vendor for social media investigations by law enforcement (in addition to the points made above):

- Media Sonar is consistently selected by law enforcement for the ease of our user interface, which facilitates fast adoption by even self-described non-technical officers
- We are the only vendor that offers unlimited users and unlimited stored data.
- We are the only vendor that focuses 100% exclusively on public safety and law enforcement.
- We are the only vendor that will allow you to directly export data from our database through our open API (i.e. for long-term intelligence analyses).
- We are the only vendor offering a system oriented around case file management and public safety procedures
- We are the only vendor offering artificial intelligence programs to analyze and identify threats to public safety that would not be picked up by key word searches
- (more details can be found in our sole source documentation)

Media Sonar Pricing Model #1 – Real Time Operational Centers:

Media Sonar has significant experienced with the real-time operational model. Our easy to use user interface, coupled with our law enforcement specific workflow makes it a winning solution for agencies that have a 24x7 staffed center, where “seat positions” are primed by multiple persons who rotate across shifts. Given the population of Fresno being ~500,000 persons, we are prepared to issue 15 user log-ins to allow for a round-the-clock approach to social media monitoring. Any or all of these log-ins can be designated as an “administrative” account. The price for this access is \$20,000.00 per year. In order to truly perceive the value of the solution, its key to look at what’s included in this pricing (below).

The above model above includes:

- Free web based training (recorded) or up to 4 live sessions per year (there’s also a really good user guide and you can jump on any existing training session – we hold many weekly).
- **Unlimited support**
- **Unlimited captured data**
- **The ability to search outside of your jurisdiction**
- New features made generally available to the base platform. **Committed features in the next release to be complete by early August: real-time alarming and additional link analysis tools.**
- **Access to our open API to integrate into internal systems, with full support from our engineering team to make this a success.**

Forms of Payment:

- Payments can be made via cheque, purchase order or credit card. All payments can be made monthly, or in single lump sum. We accept Visa, MasterCard and the Discover card.
- Media Sonar will accept pro-rated contracts to align with your fiscal year.

Additional Services provided by Media Sonar:

- Free web-based support – any issues logged to Media Sonar will be acknowledged within 24 hours and a target resolution time of system defects will be provided.

When you sign up to Media Sonar, the following terms and conditions apply:

- The utilization of Media Sonar is limited to the officers/public safety officials and school safety officials within the serving area identified within the contract.
- Media Sonar software support will be provided via email. Please address any issues to support@mediasonar.co. All issues will be acknowledged within 24 hours (48 hours on weekends) and a corresponding resolution time will be communicated to our clients as soon as issue triage has occurred. Any non-software related issues (urgent training requests, etc.) should be directed to your account manager.
- Any travel requested by the agency utilizing Media Sonar, for the purposes of training or testimony must be funded by the requesting agency.

- Any agency utilizing Media Sonar under a trial or contract must use all reasonable care to avoid the utilization of the Media Sonar brand or methodology within the public eye. General widespread media attention to the platform could result in a significant decrease in efficacy and the overall business model. While it is generally understood that it may not be possible to refrain from mentioning the platform in court proceedings, we have learned through our work with other agencies, that it is possible to refer to your agencies “internet tools” and “proprietary search engines” instead of referencing specific platforms.

Disclaimers:

- Media Sonar has all latitude and decision-making in regards to future investments and the Media Sonar roadmap. Any features being considered may or may not be added to the platform at any time. All Media Sonar users will be notified of new features that become available, or any platform downtime associated with implementing new features.
- Media Sonar may become occasionally unavailable for a limited amount of time to allow for the implementation of new features or bug fixes. If there is a critical period of time where any delay or downtime would be detrimental to public safety, please contact Media Sonar who will work to accommodate your request.
- Media Sonar is a powerful platform that curates social media from many networks, including Flickr, Instagram, YouTube and Twitter. Media may also be discovered in the form of Vines and Foursquare notifications. Media Sonar retains no rights to the media it discovers. Any media discovered by Media Sonar falls under the terms and conditions of the originating networks, in regards to public, or revenue-generating use of such media. All discovered media is publicly available data. Media Sonar does not have access to personal profile information or private information. Non-geo-located media may be discovered through the utilization of Media Sonar, however, said data is also public.
- Media Sonar does not provide guidance on appropriate use of social media for investigations or corresponding legislature. Each agency must take due care to apprise itself of current and evolving state, provincial or federal regulations.
- Media Sonar may introduce new products and modules separate from the base platform, which would not be included in the standard contract price.

From: Angeline MacIvor <angelinem@mediasonar.com>
Sent: Wednesday, July 29, 2015 9:42 AM
To: Steven Casto
Subject: Re: SPAM: Our call today

No worries, I'm free til 10 your time, then I have a demo and after that am free again for the rest of the day.

On Wed, Jul 29, 2015 at 12:34 PM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Sorry.. Gimme a bit.. Meeting running way longer than expected.. ☹

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Wednesday, July 29, 2015 9:34 AM
To: Steven Casto
Subject: SPAM: Our call today

I just tried you. Is there a better time to call?

--

Warmest Regards,

Angeline MacIvor | SVP & Co-Founder

Media Sonar Technologies Inc.

toll free: [855 898 4044](tel:8558984044) xt. 401

cell: [226 927 5594](tel:2269275594)

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: [@Media_Sonar](https://twitter.com/Media_Sonar)

Twitter: [@AngelineMacIvor](https://twitter.com/AngelineMacIvor)

--

Warmest Regards,
Angeline MacIvor | SVP & Co-Founder
Media Sonar Technologies Inc.
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
email: angelinem@mediasonar.com
Web: www.mediasonar.com
Twitter: @Media_Sonar
Twitter: @AngelineMacIvor

From: Dennis Bridges
Sent: Monday, July 28, 2014 9:19 AM
To: Thomas Miller
Subject: Fwd: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Tom, FYI...thanks,,,,

Begin forwarded message:

From: Judy Garcia <Judy.Garcia@fresno.gov>
Date: July 28, 2014 at 9:11:25 AM PDT
To: Dennis Bridges <Dennis.Bridges@fresno.gov>, Steven Casto <Steven.Casto@fresno.gov>
Subject: RE: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Dennis,
I have not found any grant that would be related to this type of purchase. Do you know how much money we are looking for?

From: Dennis Bridges
Sent: Thursday, July 24, 2014 5:08 PM
To: Steven Casto; Judy Garcia
Subject: Fwd: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Any info for Tom?

Begin forwarded message:

From: "Miller, Thomas" <Tom.Miller@intrado.com>
Date: July 24, 2014 at 5:04:14 PM PDT
To: Dennis Bridges <Dennis.Bridges@fresno.gov>
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Dennis -

I forgot to ask you yesterday, I think when we last spoke you had staff working on possible grants to fund BEWARE going forward; any progress on that front?

Thanks again, you guys are a class act -

Best, Tom

Tom Miller
Sales Director | Intrado
360.631.8198 | www.intrado.com

From: Dennis Bridges <dennis.bridges@fresno.gov>
Date: Wednesday, July 23, 2014 at 1:51 PM
To: "Fournet, Ronald - Contact" <RonFournet@GuideStarTech.com>, Tom Miller <Tom.Miller@intrado.com>
Subject: RE: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Ron, Tom; Thanks again for coming and for helping us out. We appreciate the time and effort you've put in to assisting us.

From: Ron Fournet [<mailto:ronfournet@guidestartech.com>]
Sent: Wednesday, July 23, 2014 11:38 AM
To: Miller, Thomas; Dennis Bridges; Steven Casto
Cc: Jerry Dyer
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Let me echo Tom's thanks for the time yesterday.

As we approach the RTCC activation for Fresno PD, let's keep in mind the following (items we highlighted yesterday):

- 1) Use of Beware in "the first five minutes" and the value-add information it pushes to the field operators (especially Patrol and the Violent Crime Impact Teams) will be a primary focus, along with integration with your video policing practices and technology;
- 2) Use of Beware in the next fifty-five minutes, and how the initial results are then expanded on, will also be of primary focus;
- 3) How Beware is triggered by the RTCC and field personnel will also be of special focus to ensure it is being optimally deployed;
- 4) Interactive use of Beware by field personnel will also need to be engineered to compliment and build on the triggering initiation by the RTCC; and finally,
- 5) A standard set of use-case trigger instructions for the RTCC operational personnel, detailing their SOP procedures to be invoked, will need to be developed in the first few weeks of operation.

As we discussed, a select and 'layered' cut-in of the Beware functionality, starting after the initial RTCC base burn-in period, would be optimal. We will work with you to plan that and ensure its smooth implementation.

And on a final note, let me encourage you to develop a "quick reference card" depicting the key functionality and value-delivered of the RTCC, for use with your key stakeholders. Attached is a soft copy of the Beware Quick Reference Card we handed out yesterday.

Let us know how we can help make your RTCC a showcase for the nation!

Best Always,

Ron

Ron Fournet
Protecting the Community With The Beware Product Line

Mobile 720.317.7593

Sent from my BlackBerry 10 smartphone.

From: Miller, Thomas
Sent: Wednesday, July 23, 2014 8:40 AM
To: Dennis Bridges; Steve Casto
Cc: Ron Fournet
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Gents,

Just a quick note to thank you for the gracious welcome, and your time yesterday with Ron and myself. All of us are very excited to implement BEWARE at Fresno PD, and working with both of you is a privilege.

Let us know if you have any questions before our next visit -

Best regards,
Tom

Tom Miller
Sales Director | Intrado
360.631.8198 | www.intrado.com

From: <Fournet>, Ronald - Contact <ronfournet@guidestartech.com>
Date: Monday, July 21, 2014 at 6:15 AM
To: Dennis Bridges <dennis.bridges@fresno.gov>, Tom Miller
<Tom.Miller@intrado.com>
Cc: Steve Casto <steven.casto@fresno.gov>, Rodney Nielson
<rodney.nielson@fresno.gov>
Subject: RE: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Good morning Dennis.

Tom and I are due to arrive Fresno late tomorrow morning, putting us at the PD closer to 12noon. Let me suggest we use the afternoon, 1-5pm, to conduct our process integration review, and then conclude over dinner that evening.

A suggested agenda would include:

1:00pm	Welcome / Set Stage	Ron Fournet / Tom Miller
	Status of RTCC implementation	CPT Bridges / Team
	Beware Use Cases for RTCC	Ron / Team
	Specific Considerations for Integration	Team
	Action Items	Team
5:00pm	Dinner / Timeline	Team

See you tomorrow late morning!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Ron Fournet
Sent: Monday, July 7, 2014 5:58 PM
To: Dennis Bridges
Cc: Tom.Miller@intrado.com; Steven Casto; Rodney Nielson
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Hi Dennis. Hope all is well out there in Fresno with your RTCC preparations.

Tom and I still plan on being there on the 22nd.

My flight arrives at 9:30; so I suspect we should start at 10:30 and use the rest of the day to cover the process review and configuration analysis we'll need to perform to ensure Beware is best positioned to support your center.

Our objective is simple: make Fresno RTCC one of the best in the nation, with leading edge tech configurations, incorporating Beware in many aspects of its functioning.

I'll be staying over to the next day, so let's plan on dinnering at the end of the day if you're open.

See you soon!

Ron

Ron Fournet
Protecting the Community With The Beware Product Line

Mobile 720.317.7593

Sent from my BlackBerry 10 smartphone.

From: Dennis Bridges
Sent: Monday, June 9, 2014 12:19 PM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto; Rodney Nielson
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Sounds good, thanks.

On Jun 9, 2014, at 8:48 AM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

Let's plan then for an 'applied process design' session on July 22nd, focusing on the *how* Beware will be used operationally. Then the following week, we'll plan on calls with Rodney as to more technical items (as needed). I'll set that up now.

I suspect the technical end will be pretty straight forward; but that the operational end will need to be engineered a bit going into full implementation.

Look forward to it!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

-----Original Message-----

From: Dennis Bridges [<mailto:Dennis.Bridges@fresno.gov>]

Sent: Monday, June 9, 2014 9:40 AM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Ron, Rodney Nielson our IT expert is on vacation that week but Steve Casto and I are available.

> On Jun 8, 2014, at 12:26 PM, "Ron Fournet"
<ronfournet@guidestartech.com> wrote:
>
> Dennis, hope this finds you well and recovering fast!
>
> As we now look to July-August, and your preparations for the RTCC in full swing, we have developed the attached Operation Halcyon planning document. Operation Halcyon calls for full deployment of Beware into the RTCC as well as select LE functions, all of which should play out well as your RTCC comes online. Tuning the Beware configurations, as well as operation procedures, will be critical for successful and 'rich' implementation.
>
> Tom and I are planning to visit in mid-to-late July as we now help you prepare for RTCC implementation. Let me propose we come in for all-day meetings on July 22nd, with our coming in on the 21st. Do you think that might work?
>
> We are excited to support you and the Fresno team in implementing a showcase RTCC!
>
> Ron
> Ron Fournet
> Intrado Executive Advisor and GTM Leader for the Beware Product Line
> 720.317.7593 (Mobile)
>
> Protecting the Community With Intrado Beware
>
>
>
> <Operation Halcyon - Fresno PD Super Beta Baseline Plan and Use Cases v140609_01Rel_d140609.docx>

From: Angeline MacIvor <angelinem@mediasonar.com>
Sent: Monday, July 20, 2015 1:49 PM
To: Steven Casto
Subject: Re: End of July call time?

perfect - invite sent. TTYS

On Mon, Jul 20, 2015 at 4:29 PM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Hi Angeline,

How about the 29th at 10am?

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Monday, July 20, 2015 12:07 PM
To: Steven Casto
Subject: End of July call time?

Hi Steven,

How goes it? I hope all is well. Say - its 2 months now, so lets book a time end of the month (as we discussed) to wrap up the trial and figure out next steps and timing. Hopefully our alarming solution is deployed by then, as I'd like for you to see it. Can you get back to me with a date and time that works for you?

--

Warmest Regards,

Angeline MacIvor | Media Sonar Technologies Inc.

toll free: [855 898 4044](tel:8558984044) xt. 401

cell: [226 927 5594](tel:2269275594)

email: angelinem@mediasonar.com

Web: www.mediasonar.com

EXHIBIT A

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

--

Warmest Regards,

Angeline MacIvor | Media Sonar Technologies Inc.

toll free: 855 898 4044 xt. 401

cell: 226 927 5594

email: angelinem@mediasonar.com

Web: www.mediasonar.com

Twitter: @Media_Sonar

Twitter: @AngelineMacIvor

From: Steven Casto
Sent: Tuesday, June 23, 2015 3:00 PM
To: Angeline MacIvor
Subject: RE: Usage report and roadmap update

Monday the 29th? 9-11 open..

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Tuesday, June 23, 2015 6:32 AM
To: Steven Casto
Subject: Re: Usage report and roadmap update

I'm in offsite all day Thursday. Any other options?

On Tue, Jun 23, 2015 at 9:20 AM, Steven Casto <Steven.Casto@fresno.gov> wrote:

Hi Angeline,

Doing well. Thanks. Right now it's less of a training issue and more of a time issue. I would like to hear about the future improvements, though. Thursday morning?

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Monday, June 22, 2015 1:22 PM
To: Steven Casto
Subject: Usage report and roadmap update

Hi Steven,

How are you? I hope all is well. Attached is our latest usage report. Would the other guys (not you, you're clearly a rock star!) benefit from training? I have several sessions going this week. Also, I just got an update from engineering on our next major releases. I'd love to walk you through them if you have the time!

CLIENTS / Fresno Police / ACTIVITY REPORT

Start Date

2015-05-15 12:00AM

End Date

2015-06-22 11:59PM

GET RESULTS



--

Warmest Regards,

Angeline MacIvor

SVP and Co-Founder,

Media Sonar Technologies

toll free: 855 898 4044 xt. 401

cell: 226 927 5594

www.mediasonar.com

EXHIBIT A

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**Warmest Regards,
Angeline MacIvor
SVP and Co-Founder,
Media Sonar Technologies
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
www.mediasonar.com**

From: Angeline MacIvor <angelinem@mediasonar.com>
Sent: Tuesday, June 16, 2015 12:38 PM
To: Angeline MacIvor
Subject: Reminder - book now for upcoming training webinars

I've had a good number of responses, but thought I would check again. I'm reaching out to see if any of you would be interested in attending a live Media Sonar (v2) training course. Current dates and times we have available are:

- Tuesday June 16 from 9 - 10 am EST
- Wednesday June 17 from 11 - 12 am EST
- Friday June 19 from 1 - 2 pm EST or 4 - 5 PM EST
- Tuesday June 23 from 10 - 11 am EST

If any of these times work for you, please let me know. We can accommodate up to 8 agencies per event, and will assign availability on a first come/first serve basis. All training will be conducted via webex (www.webex.com)

--

Warmest Regards,
Angeline MacIvor
SVP and Co-Founder,
Media Sonar Technologies
toll free: 855 898 4044 xt. 401
cell: 226 927 5594
www.mediasonar.com

From: Michael Landon
Sent: Monday, June 15, 2015 7:41 AM
To: Steven Casto
Subject: FW: Media Sonar Upcoming Training Webinars

Just in case you did not see this.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Friday, June 12, 2015 11:50 AM
To: Angeline MacIvor
Subject: Media Sonar Upcoming Training Webinars

Hello!

I hope this email finds you well. I'm reaching out to see if any of you would be interested in attending a live Media Sonar (v2) training course. Current dates and times we have available are:

- Tuesday June 16 from 9 - 10 am EST
- Wednesday June 17 from 11 - 12 am EST
- Friday June 19 from 1 - 2 pm EST or 4 - 5 PM EST
- Tuesday June 23 from 10 - 11 am EST

If any of these times work for you, please let me know. We can accommodate up to 8 agencies per event, and will assign availability on a first come/first serve basis. All training will be conducted via webex (www.webex.com)

Warmest Regards,
Angeline MacIvor
SVP & Co-Founder
Media Sonar
Direct: [226 927 5594](tel:2269275594), OR [1-855-898-4044 xt.1](tel:18558984044)
www.mediasonar.com

From: Steven Casto
Sent: Monday, June 08, 2015 9:34 AM
To: Angeline MacIvor
Subject: RE: Trial is in full swing today

Will do. Thanks much.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Monday, June 08, 2015 6:32 AM
To: Steven Casto
Subject: Trial is in full swing today

Let me know if there is anything you need from me - whether it is adding more users, doing some online training, etc.

Warmest Regards,
Angeline MacIvor
SVP & Co-Founder
Media Sonar
Direct: 226 927 5594, OR 1-855-898-4044 xt.1
www.mediasonar.com

From: Steven Casto
Sent: Wednesday, April 22, 2015 12:56 PM
To: Angeline MacIvor
Subject: RE: SPAM: Questions you asked

Excellent. Thanks much.

From: Angeline MacIvor [mailto:angelinem@mediasonar.com]
Sent: Wednesday, April 22, 2015 11:08 AM
To: Steven Casto
Subject: SPAM: Questions you asked

Steve,

I wanted to get back to you with answers on your questions. Be forewarned, this is from my head of Engineering so its not a pasteurized answer:

Thanks for passing on the feedback Angie. Realtime auto-refreshing visualizations is at the top of the list for the next round of features to add; we have another major Ops center looking for auto-refresh too, so this is good and consistent. (That said - this is Angie now - I'll nail a date, but you can assume its coming)

For the question about clustering at maximum zoom, it's difficult to answer. If I was to eyeball it and take a guess, I'd say that it's clustering items within 20 feet of each other. If we find that it's clustering too aggressively (or not aggressively enough), we have settings that we can play around with and fine tune.

Warmest Regards,
Angeline MacIvor
SVP & Co-Founder
Media Sonar
Direct: 226 927 5594, OR 1-855-898-4044 xt.1
www.mediasonar.com

Check out our unlisted video on You-Tube! <http://www.youtube.com/watch?v=d9YNmjuo7dk>

From: Ron Fournet <ronfournet@guidestartech.com>
Sent: Monday, March 23, 2015 4:22 PM
To: Dennis Bridges; tom.miller@intrado.com
Subject: RE: Fresno RTCC

Looking good! Thanks for keeping us in the loop! We will make Fresno's RTCC the best in the nation ☺

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

-----Original Message-----

From: Dennis Bridges [mailto:Dennis.Bridges@fresno.gov]
Sent: Monday, March 23, 2015 2:33 PM
To: tom.miller@intrado.com; Ron Fournet
Subject: Fresno RTCC

Soft opening this week.

From: Media Sonar <pr@mediasonar.co>
Sent: Tuesday, January 27, 2015 10:43 AM
To: Angeline MacIvor
Subject: [Contains offensive language] Social Media key words for child luring, human trafficking and police hate crimes
Attachments: Media Sonar Keywords Jan 2015.pdf

All,

Happy New Year! As you know, we at Media Sonar strive to maintain an effective list of high frequency social media terms that can help identify illegal activity and threats to public safety. I'm pleased to share with you our latest list of key words. These have come from a few different sources: our own Media Sonar analytics/monitoring activities, news media and a good friend of Media Sonar, ARMAN, (ARMAN is an International NGO that specializes in the treatment, research and protection of survivors of torture and trafficking). For more information, <http://www.arman-healing.org/about/>

As always if you have additions to the list, please let us know. Because of the nature of the topics above, many of the key terms are quite explicit and often ugly. However, use of these types of key words have consistently been proven to be extremely effective when mining social media proactively under the auspices of intelligence-led/proactive policing.

If you are not currently using a program to make the mining/monitoring of social media more accessible to your agency, and you would to receive a demo or free trial of Media Sonar, please let us know. If you would like to be removed from this list, please also let us know.

Warmest Regards,
Angeline MacIvor
SVP & Co-Founder
Media Sonar
Direct: 226 927 5594, OR 1-855-898-4044 xt.1
www.mediasonar.com

Check out our unlisted video on You-Tube! <http://www.youtube.com/watch?v=d9YNmjuo7dk>

MEDIA S()NAR

Keywords List

The following key words can be extremely effective in pro-active policing. If you have any improvements, corrections or additions, please let us know. *Some of the words below are shown in groups for simplicity, but may not be directly related. Those we've had particular success with have been highlighted.* Our thanks to Arman Refugee Asylum group for the new human trafficking words.

WEAPONS

2 piece
40, 40cal
45cal
380
357
9mm
9piece
nine, nina
Mac 10, mac10, mack10
Ak47
AR15
ARpistol
Tech9, tek9, tek 9
12gauge
KG9
m4
260rem
SR9
44
Glock
Pistol
Rifle
Shotgun
Bullet(s)
Carbine
Clap
Luger
Magnum
Remington
Ruger
Semiauto
Semi
smallarms
smithandwesson
sniper
piece
strapped up
pump
biscuit
4 pounda
Deserteagle
Firearm(s)
firepower
Gun(s)
gunporn
guncontrol
gunstagram
handgun
instagun
lgmilitia
secondamendment

GANGS

Gang
Cartel
gangsta
playa(z)
Boyz
da boyz
da streets(z) fight
beat
hot boy
jumped
knock out
lick(s)
makin moves
meeting
mpd(k)
on da 4 (or 5)
peelie
pillie
gangsta
thug
Snitch
RIP
cutthroat
busta cap
Bangin
beatdown
beefin
boyz
bussin
bust
bustin
CEO
choppa
chopper

NARCOTICS

420
710
Cannabis
cannabutter
ganja
weed
kush
joint
bud
blaze(d)
blunt
bong
chronic
dab
dank
drugs
flickmybic

smoke
green
goldcaps
hash
herb
hightimes
indica
jetlife
marijuana
mary jane
oil
pipe
plant
pot
purple
sativa
shatter
strain
toke
wakeandbake
wax
weedporn
weedstagram
mac
buda
shwag
mota
dodo
green
fire
water
bluntos
dro
sticky
Acid
CID
Ecstasy
Molly
Fentanyl
Krokodil
LSD
MDMA
meth
Amphetamine
Oxy
pills
Xanax
roll
Adderall
addy
Codeine
Lean
Honeycomb
Mushrooms

Shrooms
SpecialK
Vicodin
Bake(d)
Stoner
Stoned
High
Blow
Dope
Smack
Coke
Cocaine
Cheese
Crack
Crystal
Ice
Yay
Yayo
Dealer
Money
Growop
Dime
Dimebag
dimesack
sawbuck
nickel
nickelbag
nickelsack
elbow
dub
quarter
eightball

POLICE EVASION & CRIMES AGAINST POLICE

Cops
Feds
Popo
Police
heat
crownvic
fiveoh
officer
po-po
5-0
187 (murder)
jakes
Fuckthepolice
fuck12
Fuckthesystem
Policebrutality
Cantholdusdown
Amerikka
Dissent

**SELF-HARM,
CYBERBULLYING, SUICIDE**

Abuse
Alone
Bully
Bullied
Bullying
Crying
Depressed
Selfhate
Selfharm
Self-injury
Die
emo
Forgotten
Hate
Help
Hurt
Kill
Killme
Lonely
misunderstood
Pain
Suffer
Ugly
Unheard
Unloved
Unseen
Unworthy
Anorexia
Ana
Starving
Bulimia
Mia
Binge
Purge
Starve
Blades
Cutting
Cut
Cutter
deepcuts
Burn
Overdose
Pill
scars
schiz
shame
Suicide
Suicidal
scabs
triggerwarning
trigger
tw
cat
Secret Society
secretsociety123

**YOUTH / SEXTING / CHILD
LURING**

IWSN (I want sex now)
GNOC (get naked on
camera)
NIFOC (naked in front of
camera)

CU46 (see you for sex)
53X (sex)
1174 (party meeting place)
THOT (that hoe over
there)
Sugarpic (erotic photo)
(L)MIRL (lets meet in real
life)
PRON (porn)
8 (oral sex)
IPN (Im posting naked)
LH6 (lets have sex)
GYPO (get your pants off)
PIR (parent in room)
9 (parent watching)
99 (parent gone)
POS (parent over
shoulder)
CD9 (parent around, code
9)
KPC (keeping parents
clueless)

PROPERTY CRIMES

Borrow
Gank
Cheat
Free
Grab
Jack
Lift
Nick
Pilfer
Pinch
Rob
Snatch
Steal
stole(n)
theft
thief

HUMAN TRAFFICKING

(new and relatively untested)
Baller
bitch(es)
bottom bitc
brother
bunny ranch
cunt
escort
fuck4cash
hoes
pussy
skank
sleeper leaper
slut
sprankles
tramp
titty
trick
trix
turnin tricks
whore

Lolita
wife in law
Hooker
Hookerbait
hooker baiting
hooker barbie
hooker binge
hooker booker
hookerrated
hookerbeast
hooker bopping
hooker boppers
hookerbelle
hookerbot
Boss
Bosslife
John
King
king pimp
king pin
lot lizard
pimp(s)
pimp hand
pimpin
pimping
pimpinmaster
Mattress maiden
money whore
pavement princess
porn
porn acting
porn addict(ion)
porn again
porn star
pornabe
pornacopia
pornagize
pornographer
porno
prostitot
prostitott
prostitoy
prostitute
webcam

MIKE BROWN RELATED

Mikebrown
justiceformike
ripmikebrown
mikebrowncampaign
iammikebrown
Nojusticenopeace
Blacklivesmatter
Weorganize
Riot
boycott
rebel
Revolution
purge
burnbabyburn
Dontshoot

Handsup
imunarmed
Beheard
itstimeforchange
Dayofrage
Wewantanswers
wewantjustice

From: Media Sonar <pr@mediasonar.co>
Sent: Thursday, December 04, 2014 9:33 AM
To: Angeline MacIvor
Subject: (Graphic Content) Escalation of self-harm amongst children on social media - how to see what's happening in your area

All,

As you know, we at Media Sonar see social media content from all across the continent daily. In the past week, in obvious relation to the beginning of the holiday season, we have come across an alarming increase in posts from teens (12 - 17) and young adults which heavily focus on the topics of suicide and self harm. Most of these posts and dedicated accounts are from Instagram. Of note, many of these children are communicating and inciting each other through "secret societies". The accounts are given highly indicative user names (examples below) and are filled with images, typically a mixture of stock photography and portraits of their own self mutilation. Further, the children are creating conversation forums to talk about their plans to self-harm, and how to escalate, how to cut deeper, fast longer (anorexia), etc. Below you will find examples of these accounts and key words that can help you identify children in crisis in your jurisdiction.

(Please note we struggled with sending this, we don't want to offend anyone, but many within our law **enforcement** network did review this and said it was the right thing to do).

Below are example links of PUBLIC accounts. These children were located this last weekend by the agencies in their area using information gathered from Media Sonar. We are sharing these as an example of what to look for (be forewarned, the images are pretty graphic):

<http://instagram.com/transanime>

http://instagram.com/suicidal_rosess

http://instagram.com/secrets_die_with_us

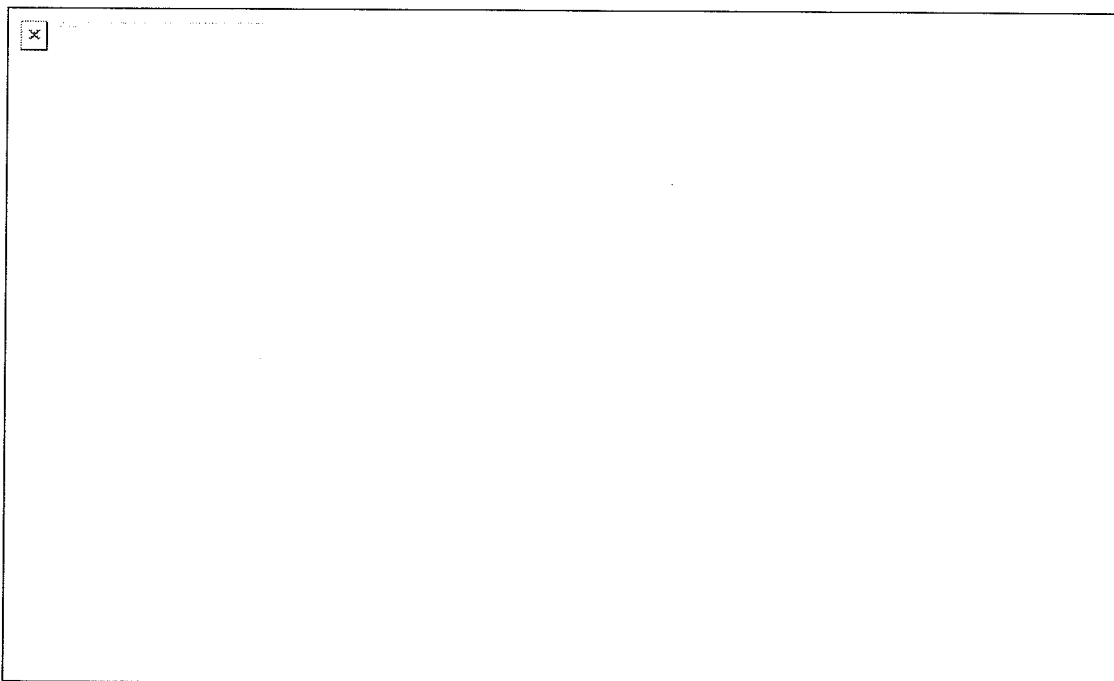
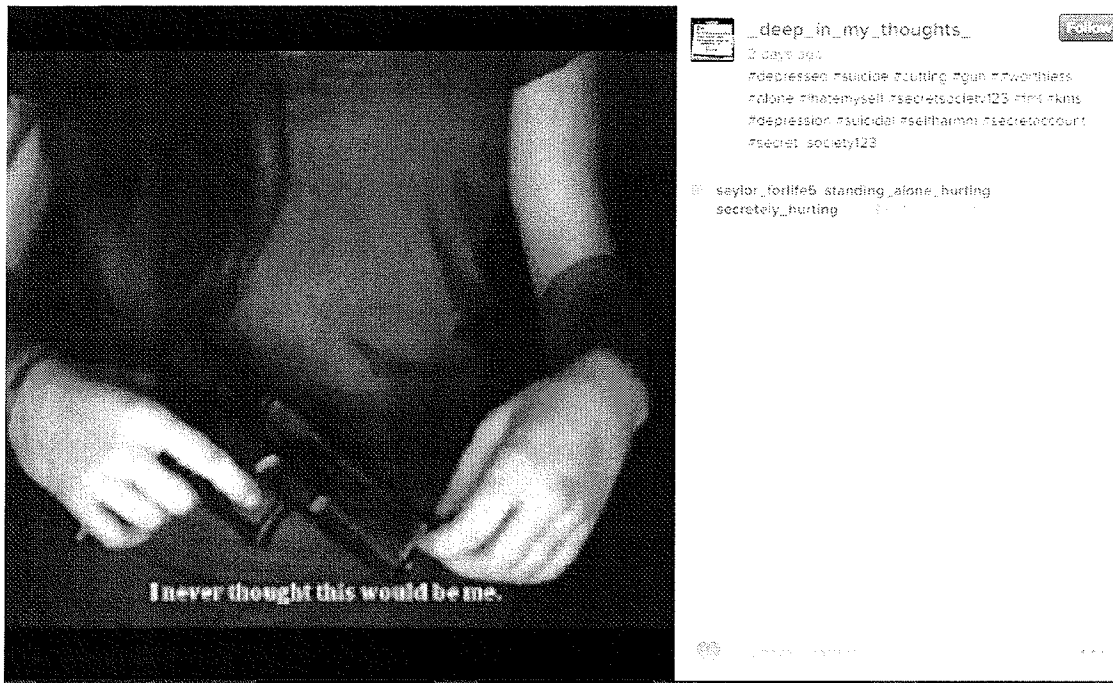


EXHIBIT A



Many of these accounts are linked by the same hashtags. Below is a list of high frequency terms used on social media for these topics.

#scabs #selfharmmm #selfinjury #selfhate #cutting #cuts #deepcuts #depression #depressed #starve #anxiety #anxious #deepcuts #triggerwarning #trigger #tw #cutter #cuts #scars #selfharm #suicide #anorexia #ana #mia #bulimia #sad #alone #worthless #secretsociety123 #secret_society123 #mia #ugly #crying #suicidal #freshcuts #cat #purge

IF you find such an account, a good practice is to look at the locations they are posting from. There is very often an additional account coming from the same location that "mom and dad" know about, that will immediately identify the child. As always, if you can help, please let us know.

If you do not currently have access to a social media geo-location program like Media Sonar, let us know if we can help. We do offer product trials.

Finally, Media Sonar will be delving into this topic during our upcoming ICAC presentation, please drop by if you are planning on attending (Florida, Dec 15 - 17): <https://www.icactaskforce.org/Conferences/Pages/floridaconf.aspx>

Warmest Regards,
 Angeline MacIvor
 SVP & Co-Founder
 Media Sonar
 Direct: 226 927 5594, OR 1-855-898-4044 xt.1
www.mediasonar.com

Check out our unlisted video on You-Tube! <http://www.youtube.com/watch?v=d9YNmjuo7dk>

Michael Vasquez

From: Barry Bowser <barry@socialliferaft.com>
Sent: Tuesday, December 02, 2014 6:38 AM
To: Jerry Dyer
Subject: RE: Violence prevention and Investigation Technology
Attachments: LifeRaft for Law Enforcement.pdf

Hi Chief Dyer,

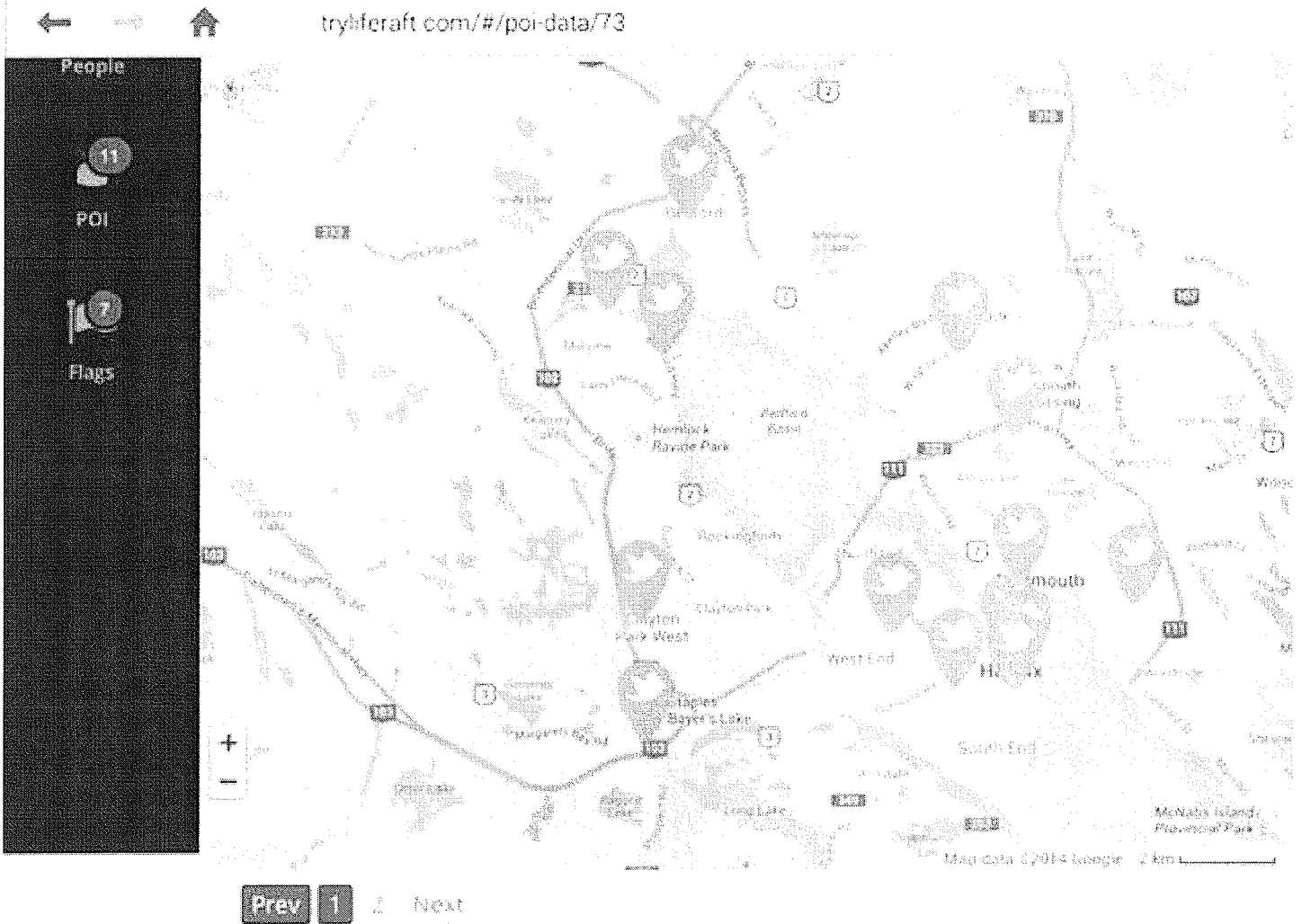
Just following up on my previous email. Wanted to check how your schedule looks for next week for a quick call? I wanted to give you an overview of our threat detection solution that's specific to law enforcement and how we can help make your city safer. Our new monitoring platform can help prevent crime & violence, public threats & track persons of interest while undetected. Let me know what you think.

Thanks, Barry

<http://www.socialliferaft.com/>

Follow us on Twitter- @LifeRaftSocial

www.facebook.com/socialliferaft



← → ↗

tryliferaft.com/#/post/604760

People

11

POI

7

Flags

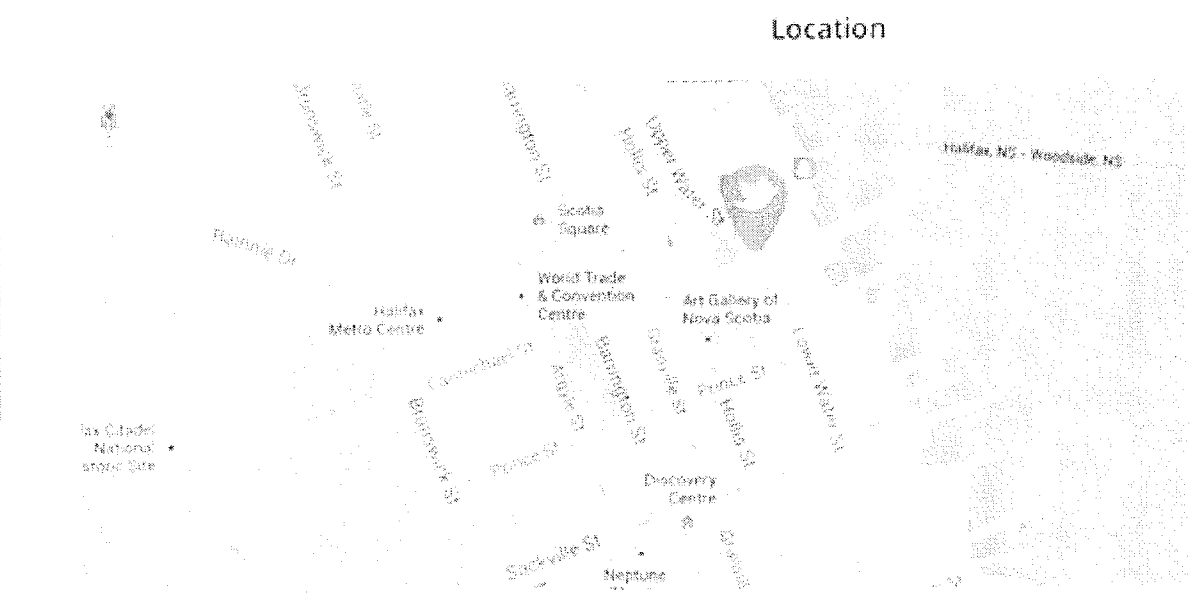
tryliferaft.com/#/post/604760

POI

Source:

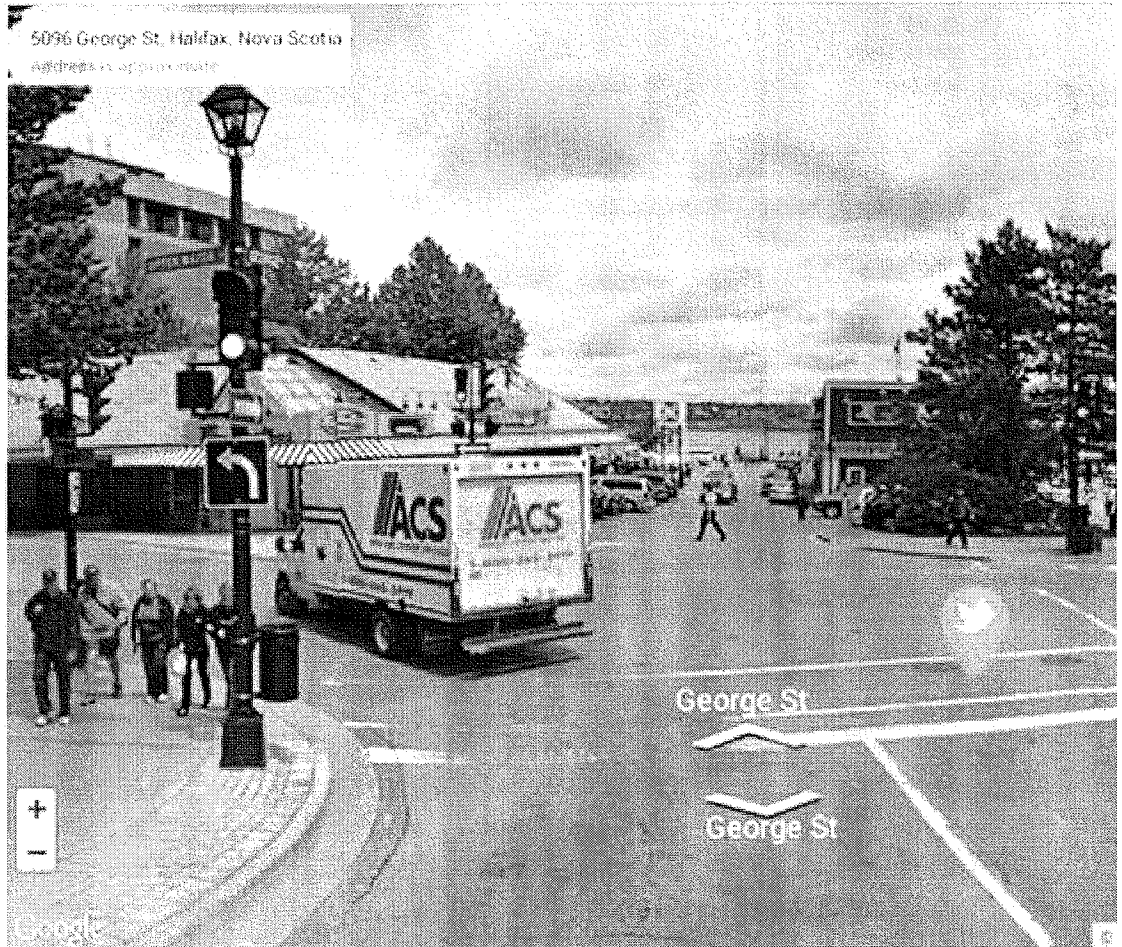
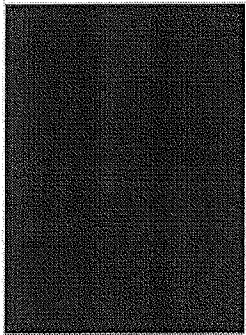
Language:

Physical Address:



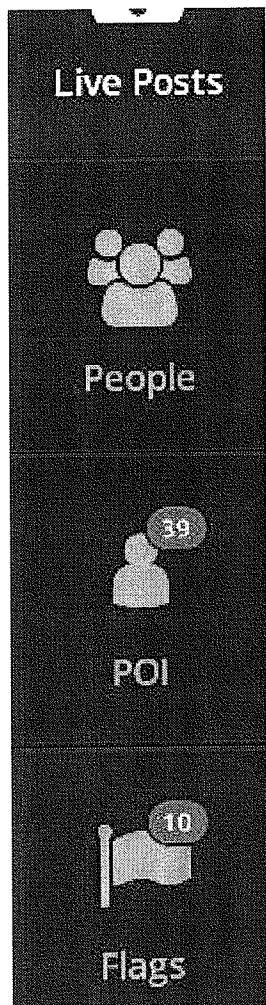


tryliferaft.com/#/post/604760



Current Location: lat 44.64891360000000 long -63.57227130000000

Geocoding Courtesy of Mapbox - Geocoding Data © OpenStreetMap



From: Barry Bowser [mailto:barry@socialliferaft.com]
Sent: November 25, 2014 2:26 PM
To: 'jerryd@fresno.gov'
Subject: Violence prevention and Investigation Technology

Hi Chief Dyer,

My name is Barry and I work for Social LifeRaft. We have developed new technology that helps public safety organizations be effective in proactively monitoring social media for evidence of criminal activity as well as be proactive on minimizing crime & gang activity. Some of what is unique about our offering is that it allows you to leverage geo-location data as well as non geo data to be informed of events in your region. Our time machine feature allows you to go back and recreate an event as if you knew it was going to happen, this is a valuable exercise when investigating incidents as you can quickly locate individuals who may have been eye witnesses to the occurrence. If you would like to discuss whether this technology may make sense for your organization, just let me know and we can schedule a short call to discuss further.

Thanks, Barry

EXHIBIT A

<http://www.socialliferaft.com/>

Follow us on Twitter- @LifeRaftSocial

www.facebook.com/socialliferaft

Barry Bowser / barry@socialliferaft.com

P- 1-888-318-5105 Ext. 709

www.socialliferaft.com

LifeRaft

NAVIGATING SOCIAL





LifeRaft is an early warning threat detection solution that constantly monitors social media for posts and conversations that may indicate threats to public safety.

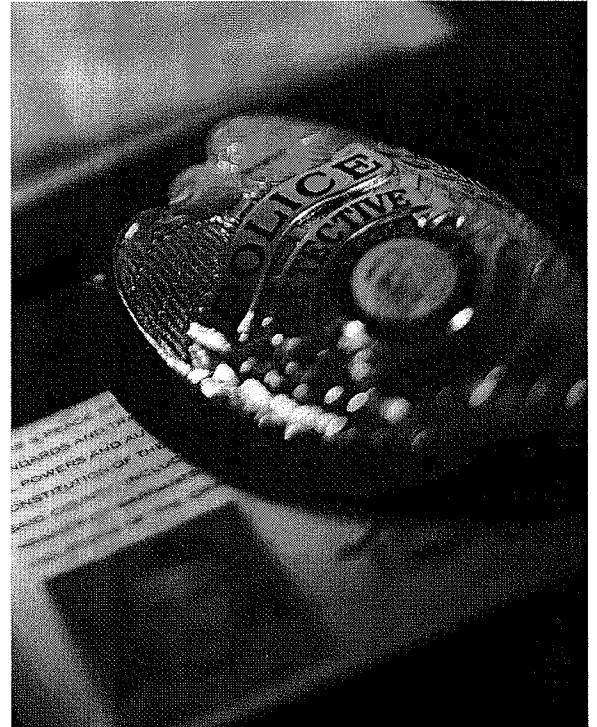
Today Police troll social media for intelligence on criminal activity and they use it to track and disrupt that activity.

Tweets, Facebook status updates and comments are turned from seemingly random information into organized data points by police intelligence experts, who mine them for keywords and locations that can reveal patterns or refer to illegal activity.*

LifeRaft takes it a step further by automating the process.

LifeRaft can understand what is being said, the context of what is being said, and even where it is being said in real time.

LifeRaft monitors all major social media channels based on location, keywords or specific individuals and then displays precise location of individual posts, and immediately sends email or text alerts to law enforcement professionals.



LifeRaft was developed in Halifax, Nova Scotia, Canada and enables Law Enforcement to automatically track and monitor known (POI) persons of interest. It also identifies other persons of interest based on their social media activity.

We navigate social media looking for Red Flags and conversations of interest.

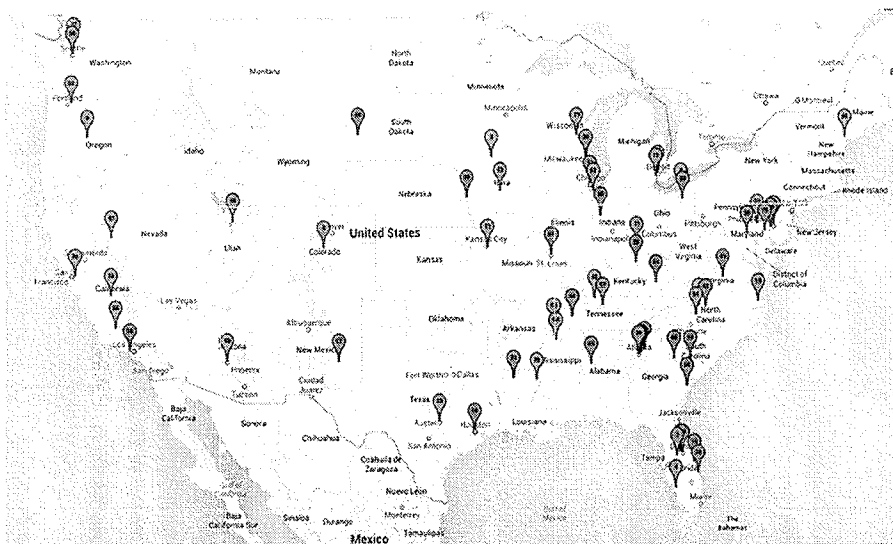
Persons of Interest are tracked 24/7.

LifeRaft captures real time social posts, images and video across all social media channels within a pre defined area such as a neighborhood.

Any police force can easily create unique queries and geo fence settings to automatically alert them of high risk situations and potential violence to its communities or individuals.

*Newsday.com

EXHIBIT A



A map of 74 shootings since Sandy Hook. This includes assaults, homicides, suicides and accidental shootings that take place in a school building or on school grounds.

IMAGE: EVERYTOWN/ZEEMAPS/MARK GONGLOFF

74 SCHOOL SHOOTINGS SINCE SANDY HOOK, THE MOST RECENT AS REPORTED BY THE NEW YORK TIMES:

The New York Times reports: "A college student who posted videos that documented his rage against women for rejecting him killed six people and wounded 13 others during a spasm of terror, the police said. He stabbed three men to death in his apartment and shot the others as he methodically opened fire on bystanders on the crowded streets of this small town."

Leveraging the popularity of Facebook, Twitter, Instagram, Youtube, and other channels, **LifeRaft** delivers insightful and predictive modeling and analytics from social media feeds to create profiles and alert law enforcement to potential risks leading to such violence .

LifeRaft listens to what is or could become a potential threat 24/7

- All major Social media sites
- Real time notifications
- Geolocation
- Text, Photos, Video
- Streetview images
- Persons of Interest
- Up to 2 years historical query
- Risk scoring and analysis
- Automated alerts
- Sphere of influence
- Geo located posts

LifeRaft responds to a combination of specific keywords, terms, specific URLs, sentiment and geofencing.

Everything captured is archived and searchable based on location, key words or specific individuals.

LifeRaft can alert you of threats to public safety!

Contact us today: Darren MacLeod 902.799.0790

1-888-318-5105

Info@socialliferaft.com

www.socialliferaft.com

EXHIBIT A

From: Dennis Bridges
Sent: Monday, July 07, 2014 5:37 PM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto; Rodney Nielson
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Ron, sounds good, we'll be ready. Thanks, Dennis

On Jul 7, 2014, at 4:57 PM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

Hi Dennis. Hope all is well out there in Fresno with your RTCC preparations.

Tom and I still plan on being there on the 22nd.

My flight arrives at 9:30; so I suspect we should start at 10:30 and use the rest of the day to cover the process review and configuration analysis we'll need to perform to ensure Beware is best positioned to support your center.

Our objective is simple: make Fresno RTCC one of the best in the nation, with leading edge tech configurations, incorporating Beware in many aspects of its functioning.

I'll be staying over to the next day, so let's plan on dinnering at the end of the day if you're open.

See you soon!

Ron

Ron Fournet
Protecting the Community With The Beware Product Line

Mobile 720.317.7593

Sent from my BlackBerry 10 smartphone.

From: Dennis Bridges
Sent: Monday, June 9, 2014 12:19 PM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto; Rodney Nielson
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Sounds good, thanks.

On Jun 9, 2014, at 8:48 AM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

Let's plan then for an 'applied process design' session on July 22nd, focusing on the *how* Beware will be used operationally. Then the following week, we'll plan on calls with Rodney as to more technical items (as needed). I'll set that up now.

I suspect the technical end will be pretty straight forward; but that the operational end will need to be engineered a bit going into full implementation.

Look forward to it!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

-----Original Message-----

From: Dennis Bridges [mailto:Dennis.Bridges@fresno.gov]
Sent: Monday, June 9, 2014 9:40 AM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Ron, Rodney Nielson our IT expert is on vacation that week but Steve Casto and I are available.

> On Jun 8, 2014, at 12:26 PM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:
>
> Dennis, hope this finds you well and recovering fast!
>
> As we now look to July-August, and your preparations for the RTCC in full swing, we have developed the attached Operation Halcyon planning document. Operation Halcyon calls for full deployment of Beware into the RTCC as well as select LE functions, all of which should play out well as your RTCC comes online. Tuning the Beware configurations, as well as operation procedures, will be critical for successful and 'rich' implementation.
>
> Tom and I are planning to visit in mid-to-late July as we now help you prepare for RTCC implementation. Let me propose we come in for all-day meetings on July 22nd, with our coming in on the 21st. Do you think that might work?
>
> We are excited to support you and the Fresno team in implementing a showcase RTCC!
>
> Ron
> Ron Fournet
> Intrado Executive Advisor and GTM Leader for the Beware Product Line
> 720.317.7593 (Mobile)
>
> Protecting the Community With Intrado Beware
>
>
>
> <Operation Halcyon - Fresno PD Super Beta Baseline Plan and Use Cases v140609_01Rel_d140609.docx>

From: Ron Fournet <ronfournet@guidestartech.com>
Sent: Tuesday, June 10, 2014 5:30 PM
To: Judy Garcia
Cc: Dennis Bridges; Kaitchuck, Janet; Miller, Thomas; Reed, Steve
Subject: Re: Operation Halcyon -- Developing Grant Application Boilerplates

Thank you Judy.

Is there anything you can advise us as to which programs we should be researching in the coming weeks? My team can do some preliminary investigation and have the base materials ready when you get freed up.

Our time line is to submit the most promising grant apps by end of 3Q14 and that way Chief Dyer's team may be able to leverage the current status of the Real Time Crime Center and the Major Cities Chiefs Meeting In October.

Whatever you can do to help guide us would be appreciated.

Thanks!

Ron

Ron Fournet
Protecting the Community With The Beware Product Line

Mobile 720.317.7593

Sent from my BlackBerry 10 smartphone.

From: Judy Garcia
Sent: Tuesday, June 10, 2014 5:26 PM
To: Ron Fournet
Cc: Dennis Bridges
Subject: RE: Operation Halcyon -- Developing Grant Application Boilerplates

Ron,
Thank you for the information provided . I appreciate that you are moving forward in preparation of potential grant funding sources for this project, and developing information relevant to your product. I am sure it will be most helpful.

Currently I am in the midst of budgets, year end and quarterly closings and grant financial status reporting. Unfortunately I will not be available on Thursday. I will contact you at a later date to set up a time for discussion.

I will keep the information you submitted and create a working file.

As State and Federal governments are developing and approving their budgets, solicitations and RFA's will be drafted, and grant funding opportunities will become available for consideration. I certainly will be looking for applicable potential funding sources coming in the upcoming months.

EXHIBIT A

Thank you Ron and I will be back in touch.

From: Ron Fournet [mailto:ronfournet@guidestartech.com]
Sent: Monday, June 09, 2014 8:33 AM
To: Judy Garcia; Janet Kaitchuck - Intrado (Janet.Kaitchuck@intrado.com)
Cc: Tom.Miller@intrado.com; Reed, Steve (Steve.Reed@intrado.com)
Subject: Operation Halcyon -- Developing Grant Application Boilerplates

Judy,

As we now enter the final preparation phase for supporting Fresno PD's RTCC implementation, we'd like to begin the development of 'grant application boilerplates' for the future use of Beware.

The overall plan will be to develop the boilerplates, make the apps to the differing State/Federal grant authorities as appropriate, and then work to continually refine the boilerplates for additional use. Beware will be delivered free for the first year or so; but with appetite to award these type grants growing, we'd like to act now. (There is growing interest in Big Data applications as this science is becoming more popular).

Could we do an organization call on Thursday this week or Monday of next week? I will send over a cal invite for Thursday; but if you need to propose a different day/time, please do so.

I've attached Operation Halcyon which CPT Bridges and team will be using as a guide to implementing Beware. But it, as well as the other documents attached, should provide contextual feeder to our grant writing work ☺

And I've cc'd Janet Kaitchuck from my Beware Team as she will be helping with the formation of materials needed for the grant applications. Janet may include others from our Marketing department.

Look forward to starting this process!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Courtney Espinoza
Sent: Tuesday, June 10, 2014 4:28 PM
To: Judy Garcia
Subject: RE: Operation Halcyon -- Developing Grant Application Boilerplates

Nice!

From: Judy Garcia
Sent: Tuesday, June 10, 2014 4:27 PM
To: Courtney Espinoza
Subject: FW: Operation Halcyon -- Developing Grant Application Boilerplates

FYI

From: Judy Garcia
Sent: Tuesday, June 10, 2014 4:27 PM
To: 'Ron Fournet'
Cc: Dennis Bridges
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Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Kaitchuck, Janet <Janet.Kaitchuck@intrado.com>
Sent: Monday, June 09, 2014 3:06 PM
To: Judy Garcia
Subject: RE: Developing Grant App Boilerplates For Beware - Organizing the Effort

Hello Judy,

When you have a minute, can you please call me to discuss this request?

Thank you,

Janet Kaitchuck
Service Account Manager - Government Solutions | Intrado
720.494.6194 | www.intrado.com

From: Ron Fournet [mailto:ronfournet@guidestartech.com]
Sent: Monday, June 09, 2014 3:28 PM
To: Judy Garcia (Judy.Garcia@fresno.gov); Kaitchuck, Janet; Phillips, Amanda
Subject: RE: Developing Grant App Boilerplates For Beware - Organizing the Effort

Attached are documents we believe will provide the content meat for developing the grant app boilerplates. This is part one of a three-part transmission, due to size of attachments.

We'll discuss further on our call Thursday ☺

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

-----Original Appointment-----

From: Ron Fournet
Sent: Monday, June 9, 2014 11:48 AM
To: Ron Fournet; Judy Garcia (Judy.Garcia@fresno.gov); Janet Kaitchuck - Intrado (Janet.Kaitchuck@intrado.com)
Subject: Developing Grant App Boilerplates For Beware - Organizing the Effort
When: Thursday, June 12, 2014 10:30 AM-11:30 AM (UTC-07:00) Mountain Time (US & Canada).
Where: Bridge-Call (760) 569-0100 (access Code 563796#)

On 6/9/14 Ron Fournet wrote:

Judy,

As we now enter the final preparation phase for supporting Fresno PD's RTCC implementation, we'd like to begin the development of 'grant application boilerplates' for the future use of Beware.

The overall plan will be to develop the boilerplates, make the apps to the differing State/Federal grant authorities as appropriate, and then work to continually refine the boilerplates for additional use. Beware will be delivered free for the first year or so; but with appetite to award these type grants growing, we'd like to act now. (There is growing interest in Big Data applications as this science is becoming more popular).

Could we do an organization call on Thursday this week or Monday of next week? I will send over a cal invite for Thursday; but if you need to propose a different day/time, please do so.

I've attached Operation Halcyon which CPT Bridges and team will be using as a guide to implementing Beware. But it, as well as the other documents attached, should provide contextual feeder to our grant writing work 😊

And I've cc'd Janet Kaitchuck from my Beware Team as she will be helping with the formation of materials needed for the grant applications. Janet may include others from our Marketing department.

Look forward to starting this process!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Dennis Bridges
Sent: Monday, June 09, 2014 11:19 AM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto; Rodney Nielson
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Sounds good, thanks.

On Jun 9, 2014, at 8:48 AM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

Let's plan then for an 'applied process design' session on July 22nd, focusing on the *how* Beware will be used operationally. Then the following week, we'll plan on calls with Rodney as to more technical items (as needed). I'll set that up now.

I suspect the technical end will be pretty straight forward; but that the operational end will need to be engineered a bit going into full implementation.

Look forward to it!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

-----Original Message-----

From: Dennis Bridges [<mailto:Dennis.Bridges@fresno.gov>]
Sent: Monday, June 9, 2014 9:40 AM
To: Ron Fournet
Cc: Tom.Miller@intrado.com; Steven Casto
Subject: Re: Preparing For Beware Deployment Tuning In Support Of Your RTCC

Ron, Rodney Nielson our IT expert is on vacation that week but Steve Casto and I are available.

> On Jun 8, 2014, at 12:26 PM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

>

> Dennis, hope this finds you well and recovering fast!

>

> As we now look to July-August, and your preparations for the RTCC in full swing, we have developed the attached Operation Halcyon planning document. Operation Halcyon calls for full deployment of Beware into the RTCC as well as select LE functions, all of which should play out well as your RTCC comes online. Tuning the Beware configurations, as well as operation procedures, will be critical for successful and 'rich' implementation.

>

> Tom and I are planning to visit in mid-to-late July as we now help you prepare for RTCC implementation. Let me propose we come in for all-day meetings on July 22nd, with our coming in on the 21st. Do you think that might work?

>

> We are excited to support you and the Fresno team in implementing a showcase RTCC!

>

> Ron

> Ron Fournet

> Intrado Executive Advisor and GTM Leader for the Beware Product Line

> 720.317.7593 (Mobile)

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> <Operation Halcyon - Fresno PD Super Beta Baseline Plan and Use Cases
v140609_01Rel_d140609.docx>

From: Dennis Bridges
Sent: Monday, May 05, 2014 11:36 AM
To: Ron Fournet
Subject: RE: Visiting May 19-21

Ok, thanks Ron. I will schedule it for 0800-noon.

From: Ron Fournet [mailto:ronfournet@guidestartech.com]
Sent: Monday, May 05, 2014 11:34 AM
To: Dennis Bridges
Subject: RE: Visiting May 19-21

Dennis, I could do either. Morning is probably preferred. But is it better one way or the other for the folks I'd like to meet with?

And I'd welcome you and I dinnering one eve while I'm in town. Let me see when the Chief wants to, and I'll coordinate with you direct.

Thanks for your help!

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Dennis Bridges [mailto:Dennis.Bridges@fresno.gov]
Sent: Monday, May 5, 2014 12:30 PM
To: Ron Fournet
Subject: RE: Visiting May 19-21

Ron, ok we will set aside Tuesday, May 20. Do you want to do 0800-noon, or 1pm-4:30 for the various people listed below?

From: Ron Fournet [mailto:ronfournet@guidestartech.com]
Sent: Monday, May 05, 2014 11:15 AM
To: Dennis Bridges
Subject: Visiting May 19-21
Importance: High

Greetings Dennis. Hope this finds you safe and well.

I will be visiting Fresno May 19-21, dedicating all-day Tuesday May 20th for meetings your way. Hopefully that will work for you. My intent is to coordinate the final configuration for Beware deployments to support RTCC and other key LE functions (such as Warrants, Patrol and Narc).

EXHIBIT A

To that end, could we plan the following?

- Coordination with Warrants leadership (30 minutes)
- Coordination with Patrol leadership (30 minutes)
- Coordination with Narc leadership (30 minutes) [this could be combined with Warrants and Patrol if convenient]
- Final coordination on RTCC (1 hour -- you and me and any others needed)
- Discussion on grant writing: plan for developing and submitting grant proposals to DOJ and DHS (1 hour)
- Any further training as needed (1 hour)

During the visit I will also meet with the Chief on broader issues like Major Cities Chiefs, etc. I have sent him a separate email to coordinate.

Will this planned visit work OK for you?

Best,

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: Ron Fournet <ronfournet@guidestartech.com>
Sent: Monday, May 05, 2014 10:17 AM
To: Jerry Dyer
Cc: Fournet, Ronald
Subject: Visiting Fresno May 19-21 For Final Preparations On Beware

Importance: High

Greetings Jerry.

We continue to work with CPT Dennis Bridges and team as we prepare to deploy Beware fully into your new RTCC. As part of that process, I will visit Fresno May 19-21.

Specifically, I will be coordinating the final configuration as well as conducting advanced training for your team. Beware will ultimately support your RTCC as well as select LE functions such as Patrol responding to emergency events, Warrants pre-vetting locations to be served, and narcotics assessing threat zones in drug operations.

Would you be available for dinner either the eve of May 19th or 20th? I'd like to coordinate further with you on what we are doing to support your securing grants from DOJ and DHS, as well as work we are promoting with PERF on privacy incorporation. The bulk of my meetings with Dennis and team will be on Tuesday May 20th.

I will be attending the Major Cities Chiefs / PERF meeting in San Francisco May 28-30 in a major alliance with LexisNexis and Motorola – and hopefully I will see you there too? This may give us an opportunity to begin showcasing your operation, and what Intrado, Motorola and Lexis are doing to support your vision.

Ron

Ron Fournet
Intrado Executive Advisor and GTM Leader for the Beware Product Line
720.317.7593 (Mobile)

Protecting the Community With Intrado Beware

From: David Fries
Sent: Monday, April 07, 2014 2:00 PM
To: Kaitchuck, Janet
Subject: RE: Info

I got the links but they disappeared when I accepted. Can you send me them again.

From: Kaitchuck, Janet [mailto:Janet.Kaitchuck@intrado.com]
Sent: Monday, April 07, 2014 12:13 PM
To: David Fries
Subject: RE: Info

Yes, I will be sending it later today.

Thank you,

Janet Kaitchuck
Program Manager - Government Solutions | Intrado
720.494.6194 | www.intrado.com

From: David Fries [mailto:David.Fries@fresno.gov]
Sent: Monday, April 07, 2014 1:12 PM
To: Kaitchuck, Janet
Subject: RE: Info

I believe I am already signed up for it since I signed the intrado waiver. Will you be sending a link for the training?

From: Kaitchuck, Janet [mailto:Janet.Kaitchuck@intrado.com]
Sent: Monday, April 07, 2014 11:38 AM
To: David Fries
Subject: RE: Info

Hello David,

Yes, the Intrado Beware service is a separate and different product than Accurint and Social Media Monitoring.

Attached is a brochure for your review. We also have a training session this Thursday the 10th at 2pm PT. Would you be available and would you like to join the demo? Please confirm.

Thank you,

Janet Kaitchuck
Program Manager - Government Solutions | Intrado
720.494.6194 | www.intrado.com

From: David Fries [mailto:David.Fries@fresno.gov]
Sent: Monday, April 07, 2014 12:27 PM

To: Kaitchuck, Janet
Subject: Info

Hi Janet. I am on the tree for Fresno PD pilot start for this. I just recently went to a training regarding accurint and social media monitoring. Is this something different?

Det. David Fries
Fresno PD- Vice/Intel Unit
Office (559)621-5959

From: Steven Casto
Sent: Tuesday, March 18, 2014 8:17 AM
To: Rodney Nielson
Subject: RE: LN SMM

Tks man.

From: Rodney Nielson
Sent: Tuesday, March 18, 2014 8:13 AM
To: Steven Casto
Subject: RE: LN SMM

I will do what I can to be there.

--Rodney

From: Steven Casto
Sent: Tuesday, March 18, 2014 8:08 AM
To: Rodney Nielson
Subject: LN SMM

Rodney, I have to qualify at the range at 10 this morning. Lexis Nexis will be doing a brief Social Media Monitor demo this morning at 11 in the lab. Since we're the only ones that know anything about Media Sonar, if you're available, can you check out the LN demo to compare? If not, no sweat.

From: Steven Casto
Sent: Monday, March 17, 2014 6:02 PM
To: Sherree Flores
Subject: Re: Social Media Monitor

Thanks, Sherree. The other two were going to be Rodney Nielson and me, but our schedules are too full at this point. I'll see if Rodney can make the demo tomorrow at 11, because I have range qual's.

Media Sonar is ~\$50k/year, but they sound negotiable. They offer unlimited users, searches etc. They also store their data back to 2008. Rodney saw the Media Sonar demo, so hopefully he can attend the SMM demo tomorrow to make a comparison.

On Mar 17, 2014, at 5:25 PM, "Sherree Flores" <Sherree.Flores@fresno.gov> wrote:

I'm forwarding the message I sent to Nina and Tim... They have never gotten back to me... so, it's a possibility that the other two folks can attend..

Jeff forwarded me the emails on the similar system... It appears they have similar pricing, and capabilities. I think SMM is about \$45,000 a year... and one of the emails I saw said about \$50,000

From: Sherree Flores
Sent: Monday, March 17, 2014 5:22 PM
To: Timothy Tietjen; Nina Jacobs
Subject: Social Media Monitor

Tim and Nina... I haven't gotten the names of the detectives to send to the class. The class starts tomorrow.. Tuesday... at 1pm... and there is setup that needs to be conducted. They need to get a user name set up, and have a Facebook account set up. Please send it to me by Tues morn, so I can send to Lexis Nexis.

From: Ron Fournet <ronfournet@guidestartech.com>
Sent: Friday, November 15, 2013 9:17 AM
To: Jerry Dyer
Cc: Roy Halterman (roy.halterman@intrado.com); Tom Rowe; Fournet, Ronald
Subject: Setting Our Next Meeting...Would Dec 16, 17 or 18 Work?

Good morning Jerry.

Just getting back to you with some possible dates for our follow-up meeting.

I have coordinated with both LexisNexis and Motorola and it appears December 16th, 17th or 18th could work. Any of those days look good for you?

Based on our previous discussions, I would like to use this forthcoming meeting to 1) confirm what I believe is your vision and expectations of an advanced real-time center for supporting your operations; and 2) to initially lay out the industry resources that could be brought to bear in helping you achieve this vision, along with a general timeline.

We are equally excited about this opportunity to work with you and your team in defining the future, and making it happen in the now (2014).

Look forward to a rich, thought-provoking and material session with you before the holiday season consumes us!

Ron

Ron Fournet
Intrado Executive Advisor
Leader of SAT Team 6
Mobile 720.317.7593

Protecting The Community With The Intrado Beware Product Line

-----Original Message-----

From: Jerry Dyer [mailto:Jerry.Dyer@fresno.gov]
Sent: Friday, November 8, 2013 1:38 PM
To: Ron Fournet
Cc: Roy Halterman (roy.halterman@intrado.com); Tom Rowe; Fournet, Ronald
Subject: Re: Good Re-Meeting You Chief

Ron

I look forward to the meeting and partnership in advancing technological initiatives toward increased officer and citizen safety. We are on the same page. This is exactly where I want us to go. Jerry

Sent from my iPad

> On Nov 8, 2013, at 12:27 PM, "Ron Fournet" <ronfournet@guidestartech.com> wrote:

>

> Jerry,

>

> Thanks for your time yesterday in my short visit to Fresno.

>

> I certainly enjoyed our time together, and suspect we have true opportunity here to 'advance the ball' down the ops/fusion, real-time crime center court. Our work with Motorola is significant. And with Fresno as an inspired Beta site, I'm sure we can make this a truly rich experience for all parties.

>

> We have begun the process of bringing Motorola in, and for setting a date in the near future for a re-meet on the subject. I will work with Tom to coordinate our next session. In the meantime, I have attached the Roadmap for the Beware product line in that several of these products may weigh in for an Avant Guard Beta at Fresno PD.

>

> Look forward to seeing you again soon!

>

> Ron

>

> Ron Fournet

> Intrado Executive Advisor

> Leader of SAT Team 6

> Mobile 720.317.7593

>

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>

> <Beware Family Roadmap v120831_06Rel_d130912.docx>