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SEE PAGE 12

**TESTIMONY OF  
TOM WHEELER  
PRESIDENT AND CEO  
CELLULAR TELECOMMUNICATIONS  
& INTERNET ASSOCIATION**

**BEFORE THE  
U.S. HOUSE OF REPRESENTATIVES  
TRANSPORTATION AND INFRASTRUCTURE HIGHWAYS AND  
TRANSIT SUBCOMMITTEE**

**May 9, 2001**

Mr. Chairman and Members of the Subcommittee:

Thank you for the opportunity to appear before you today to provide an overview of the realities and perceptions of wireless phone use in relation to distracted driving. The wireless industry believes it is very important for legislators and highway safety experts to join with the wireless industry in forming important alliances to help educate motorists about how to use their wireless phones responsibly.

I am Tom Wheeler, President and CEO of the Cellular Telecommunications & Internet Association (CTIA). CTIA represents all elements of the Commercial Mobile Radio Service (CMRS) industry, including cellular, personal communications services, and wireless data.<sup>1</sup> The wireless industry is founded and prides itself on three principles – competition, innovation, and

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<sup>1</sup> CTIA is the international organization which represents all elements of the Commercial Mobile Radio Service (CMRS) industry, including cellular, personal communications services, and wireless data. CTIA has over 514 total members including domestic and international carriers, resellers, and manufacturers of wireless telecommunications

safety. My testimony today will focus on the instrumental role individuals and phones play in safety and how Congress can have a positive impact by joining with the wireless industry in educating the American public on the responsible use of wireless phones.

In our multi-tasking society, drivers engage in any number of potentially distracting activities while behind the wheel of a vehicle.

### **Reality of Situation**

The reality of the situation from the current crash data available is that wireless phones aren't contributing to a significant number of crashes.

Presently twelve states collect information where a wireless phone or two-way radio was cited as a factor or driver action in a crash. These states include: Florida, Iowa, Maryland, Massachusetts, Montana, Michigan, Minnesota, Oklahoma, Oregon, Pennsylvania, Tennessee, and Texas.

However, of the twelve, only four - Oklahoma, Minnesota, Pennsylvania and Tennessee have been collecting data long enough to have issued reports.

For 1999, the Oklahoma Highway Safety Office reported that of the 79,120 crashes reported only one-tenth of one percent related to phones.<sup>2</sup>

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equipment. CTIA's members provide services in all 734 cellular markets in the United States and personal communications services in all 50 major trading areas, which together cover 95% of the U.S. population.

For Minnesota, crashes totaled 96,813 in 1999 with a CB radio/cellular phone cited as a factor in again less than one-tenth of one percent.<sup>3</sup>

For Pennsylvania, crashes totaled 32,723 in 1999 with less than four-tenths of one percent related to wireless phone use.<sup>4</sup>

For Tennessee, crashes totaled 30,994 in 1999 of which less than two-tenths of one percent involved the use of a telephone or a two-way radio after investigation by the Tennessee Highway Patrol.<sup>5</sup>

And, preliminary results of a new study conducted by the American Automobile Association (AAA) Foundation for Traffic Safety found that of the 26,000 traffic accidents analyzed less than 2 percent of those caused by distracted driving involved wireless phone use. The leading causes of distraction, ranked and the percentage of distraction-related accidents they comprised were:

- Outside object, person, event: 19.7%
- Eating and drinking: 18.8%
- Adjusting radio, cassette, CD: 11.4%
- Other occupant in vehicle: 9.4%
- Moving object in vehicle: 3.2%
- Using/dialing cell phone: 1.5%

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<sup>2</sup> Oklahoma Highway Safety Office, *Oklahoma Crash Facts 1992-1999*.

<sup>3</sup> Minnesota Department of Public Safety, Office of Traffic Safety, *Minnesota Motor Vehicle Crash Facts, 1999*.

<sup>4</sup> Pennsylvania's Department of Transportation and State Police, 1999.

- Using other device in vehicle: 1.4%
- Adjusting climate controls: 1.2%
- Smoking related: 1.2%

When surveyed, individuals themselves don't perceive wireless phone use as the worst driving distraction. In fact, a recent survey, the Response Insurance National Driving Habits Survey, found that 62% of respondents listed tuning the radio station as the worst driving distraction, followed by eating with 57%, turning head around to speak 56%, reaching for something 44%, reading 32%, writing 32%, using the glove compartment 32%, and talking on a cell phone 29%.

Several other independent studies and reports have also looked at the issue of wireless phones serving as potential distractions to the task of driving. The overwhelming majority of these reports have recommended additional data collection and have suggested education over legislation as the key to increasing the responsible use of wireless phones.

In 1997, the California Highway Patrol concluded that, "Education should be a key component in any efforts to reduce the risk of traffic collisions resulting from cellular telephone use, and could prove to be more effective than sanctions."

### **Industry Efforts**

Following from the CHP's recommendations, some of the tangible steps the industry has taken and will continue to take in educating its consumers include:

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<sup>5</sup> Tennessee Department of Safety, Information Office, Summary of Findings: Tennessee Uniform Traffic Crash Report – Crashes Involving the Use of a Telephone, Two-way Radio, 1999.

- Mailing over 70 million bill stuffers;
- Distributing over 20 million educational brochures;
- Posting over 271,000 educational safety displays in retail stores across the country including our most recent safety poster you presently see on the screen;
- Initiating a nationwide toll-free consumer information number: 888-901-SAFE; and
- Operating a responsible driver website – [www.DriveResponsibly.org](http://www.DriveResponsibly.org).

In addition, all phones submitted for CTIA certification are required to include safety information in the packaging, thus distributing millions of additional pieces of safety literature to the public. CTIA certified phones must also be hands-free capable and have the ability to display a pop-up logo with our safety message.

Furthermore, the Industry has a Safety Pledge which says, in part: “The wireless industry is committed to communicating with our customers and all Americans that safety is the top priority when driving, and takes seriously the responsibility to provide safety information to consumers regarding the use of wireless phones in cars.”

Therefore, we pledge that each member company will implement the following programs to promote safety:

- Inclusion of a visible safety logo in all broadly available print advertising and materials;
  - Placement of print and TV/radio advertising containing a safety message;
  - Placement of safety materials in all company-run stores;
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- Readily available and prominently displayed hands free equipment in retail outlets;
- Distribution of safe use materials to customers at least twice a year; and
- Work with appropriate safety groups to promote the safe use message.

In July of 2000, the Harvard Center for Risk Analysis examined the issue and concluded that, "NHTSA and the industry, with support from the U.S. Congress and state legislatures, should develop a comprehensive educational effort aimed at drivers to promote the responsible use of cellular phones while driving."

In furthering our educational efforts, CTIA in conjunction with the National Safety Council has released a new Public Service Announcement (PSA). Our last PSA featured the Petty racecar family which was very effective making over 188 million viewer impressions. We withdrew the PSA after the death of Adam Petty, who was featured in it.

The new PSA features myself and specifically asks consumers whether it is appropriate to make a call while encouraging individuals who do decide to call to follow some basic dos and don'ts when using a wireless phone behind the wheel, including:

- Never taking notes or looking up phone numbers;
- Never using a wireless phone in heavy traffic or hazardous conditions;
- Letting the person you are speaking with know you are driving and keeping calls short; and
- Using a hands-free device and speed dial to place calls.

The announcement also reminds drivers that distracted driving is illegal in all states.

Let's Watch.

Also, in January we launched our new nationwide drive-time radio buy. The radio message delivered resembles the TV PSA and other various industry materials in that it gives drivers specific dos and don'ts on using a wireless phone when driving. The last radio campaign reached over 83 million listeners.

The wireless industry, through CTIA, also sponsors "National Wireless Safety Week" every year in May. Member companies participate through public advertising and customer information campaigns designed to highlight the safety benefits of wireless phones and the importance of safe driving practices while using a wireless phone in the car. This year, "National Wireless Safety Week" occurs from May 21<sup>st</sup> through May 27<sup>th</sup>.

### **Wireless Serves Safety**

Wireless phones are the greatest safety tools invented since the creation of 911 itself.

A wireless phone out of all potential driver distractions is the only one that could possibly save your life or the life of another.

Today in the United States there are over 110 million wireless users making over 120,000 emergency calls a day. *That's one every 1.4 seconds.*

These calls ensure that emergency responses to life-threatening accidents are expedited and that drunk, impaired and aggressive drivers are reported to the police and taken off of America's streets and highways.

The immediate notification of emergencies is a benefit widely acknowledged. Ms. Kellie Hubbell, a nurse educator at the University of California recently stated:

“Immediately following medical emergencies, the severity of the injuries increase and the chances of survival diminish each second, minute and hour until treatment is administered. Medical professionals refer to this time as the “Golden Hour”. . . A wireless call for help often means the difference between life and death—because it gets the response chain of survival moving.”

In fact, in the past 10 years, as wireless subscribers and accident notifications from wireless phones have increased, emergency response times have decreased.

In the Summer 2000 edition of *Currents*, Dr. Jerry Potts of the American Heart Association wrote:

“More and more, the first call for help in a cardiac or medical emergency is coming from a wireless phone. This has no doubt contributed to a 30% decrease over the past decade in the amount of time between discovery of the emergency and notification of EMS,... Wireless phones have rapidly become one of our greatest tools in improving emergency response times and saving lives. A wireless 911 phone call can shave valuable minutes



from the time other-wise required for a caller to find a conventional phone to access EMS.”

But it's not just doctors and nurses who save lives, it's everyday Americans like you and me.

People like the McHughs of California who stopped a kidnapper in his tracks after spotting the individual's van that had been profiled on news reports. The McHughs, assisted by their wireless phone, reported the van to authorities and then kept a close distance until the California Highway Patrol could take over.

Or, Mr. Chairman, do you recall the story of eight-year old David Duplantis from Louisiana? David was fishing with his uncle and 12-year old cousin when his uncle noticed the fuel pump on the boat wasn't working properly. As he began pumping fuel manually, a sudden leak in the hydraulic steering system caused the boat to veer sharply and crash into the bank of a canal. The force of the crash smashed the boat and damaged all the electrical equipment, including the radio. David was shaken in the crash, and his cousin was thrown to the front of the boat, where he lay unconscious. Fading in and out of consciousness from serious injuries sustained during the accident, David's uncle managed to tell David where his wireless phone was and instructed him to dial 9-1-1. Deeply embedded in a bank of a canal and covered by trees, David stayed on the phone with emergency operators for 45 minutes as rescue workers searched for the boat. David finally flagged down a helicopter and directed it to the boat.

Or North Carolina's Jeff Augram, a trained medical technician who utilized his professional medical skills and a wireless phone to come to the aid of a 10 year old boy who had been hit by a car and was lying unconscious in the road.

Each year, the wireless industry recognizes the outstanding public service and citizenship of individuals like these who have used their phones to summon help in emergency situations through the *VITA Wireless Samaritan Awards* ("VITA" is Latin for Life.).

First presented in 1993, the VITA awards are given to individuals, nominated by their carriers, who exemplify the importance of putting safety first, as well as the important role individuals and wireless phones can have in emergency situations. The wireless industry recognizes the heroic efforts of 53 Wireless Samaritans, one from each of the 50 states, the District of Columbia, Guam and Puerto Rico.

The law enforcement community is also generally supportive of the availability of wireless phones in motor vehicles.

Axel Anderson, Operating while Intoxicated (OWI) program coordinator for the Dane County Sheriff's Office of Madison, Wisconsin reported that,

“Cell phone users have become extra eyes and ears for police, much like how a neighborhood watch functions... The sheriff’s office partly credits the Mobile Eyes program for a 53% drop in alcohol-related fatal crashes in Dane County.”<sup>6</sup>

When personally asked, many officers are in agreement with the wireless industry that the problem is anything that distracts drivers.

California Highway Patrol (CHP) spokesman Pete Barra recently stated,

“The CHP has found nothing to show that cell phones are any more dangerous than any other distraction while driving.”<sup>7</sup>

And, Michigan State Police Sergeant Michelle Hernandez stated,

“Personally, I believe there are bigger distractions than cell phones; turning around to yell at your kids for one.” Adding, “Tuning a radio, eating in the car, or other things can be bad, if not worse. At least when you’re talking on the cell phone, you’re looking straight ahead. Your head isn’t turned to the back seat.”<sup>8</sup>

In recognition of the enormous role wireless technology can play in emergency situations, CTIA began several years ago to seek out ways in which wireless could participate constructively in public safety efforts at all levels for the benefit of our communities and the public at large.

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<sup>6</sup> See <http://www.co.dane.wi.us/shrf/>.

<sup>7</sup> March 16, 2001, *The San Francisco Chronicle*, “AAA Crash Study Lets Cell Phone Users Off Hook.”

Individual carriers and manufacturers are hard at work using wireless technology to improve and protect public health and safety. Service providers and manufacturers donate service and equipment both to help in sudden emergencies such as ice storms, tornadoes and other related weather disasters, as well as to help fight crime in communities nationwide. As part of the "Communities on Phone Patrol" (COPP) program, wireless phones and airtime have been donated to more than 13,000 watch patrols in communities across the country where more than 75 million Americans live. In the last year alone, the Wireless Industry has donated 25,000 phones and airtime to organizations who help protect women and children who have been terrorized or victimized by domestic violence. To date: these phones have helped to protect more than 100,000 women and children. Through our ClassLink program, carriers have donated wireless phones and airtime to over 1,000 schools improving communication within the school, adding flexibility and saving time for teachers while providing better access to parents and the community.

### **Industry Position on the Driver Distraction Issue**

The National Highway Traffic Safety Administration estimates that, "drivers doing something that distracts them while driving is a factor in at least 25 percent of collisions." The wireless telephone industry believes that education is key in addressing the issue. We are pleased, Mr. Chairman, that you and the Members of this Subcommittee, on a broad and bipartisan basis, have recognized its importance.

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<sup>8</sup> April 5, 2001, *Detroit Free Press*, "Driving While Using a Cell Phone is at the Center of Debate for Consumers."

CTIA encourages Congress to take a three-pronged approach in addressing the inattentive driving issue: 1) additional data collection, 2) enforcement of current reckless and careless driving laws, and 3) education.

The wireless industry supports and encourages all law enforcement agencies to collect crash data on any in-vehicle distraction whether it is tuning the radio station or the irresponsible use of a wireless phone. When a police report is made of a crash, the report should indicate whether a distraction was involved in the crash, and if so, the nature of the distraction (e.g., a child in the back seat, adjusting radio or CD controls, turning to talk to a passenger, use of a wireless phone, etc.). Detailed data collection will ensure that statistics created are as accurate as possible. The wireless industry encourages all states to collect data in relation to driving distractions to include wireless phone use.

The wireless industry also supports the enforcement of existing reckless and careless driving statutes already in place in every state and municipality. These rules give law enforcement the broad authority to cite motorists for distractions that have the potential to contribute to hazardous driving – whether its reading a map, drinking a beverage, eating, changing the radio station, making a phone call, and/or diverting attention to children, pets or other passengers. These statutes have different names in different states, including: Negligent Driving; Reckless Driving; Careless Driving; Inattentive Driving; Operation without Reasonable Control; and Improper Driving.

Lastly, there is near unanimity in the belief that educating drivers about how to safely and responsibly drive amid a myriad of potential distractions can ultimately result in positively

changing behaviors. Remember Mr. Chairman the 1997 California Highway Patrol study which concluded that, "Education could prove to be more effective than sanctions." Legislators, the wireless industry, highway safety experts and driver education instructors can all play an important role in educating drivers about distractions.

With that in mind, CTIA encourages the Subcommittee to join with the wireless industry in educating the American public not only on the responsible use of wireless phones but with regard to driver responsibility in general.

Thank you for your consideration of our views.

CHICAGO

WASHINGTON DC

ST. LOUIS

## **CUSHMAN/AMBERG DEVELOPS AWARD-WINNING DOMESTIC VIOLENCE AWARENESS/PREVENTION PROGRAM FOR UNITED STATES CELLULAR**

### **S.A.F.E.<sup>SM</sup> Program Takes Top Honors From Wireless Industry Association**

**CHICAGO (March 3, 1999)** -- S.A.F.E.<sup>SM</sup> (Stop Abuse From Existing), a domestic violence awareness/prevention program developed by Cushman/Amberg Communications, Inc., on behalf of United States Cellular Corporation, took honors for the best wireless carrier community relations program of 1998 at the Cellular Telecommunications Industry's (CTIA) Wireless '99 Show in New Orleans. The program was selected from more than 500 entries submitted by wireless carriers across the country.

S.A.F.E.<sup>SM</sup> is an ongoing outreach program through which United States Cellular provides wireless phones, preprogrammed to dial emergency 911, and airtime to domestic abuse shelters throughout its 27 operating markets. The shelters then give the phones to battered women to use as they make the transition from living with an abuser to living alone.

S.A.F.E.<sup>SM</sup> had already been a successful program for United States Cellular, so we wanted to enhance the program for 1998," said Christopher Short, United States Cellular account team vice president. "Statistics showed that when a woman flees her abuser she often leaves home with little more than the clothes on her back, so we worked with United States Cellular to launch a month-long donation drive during October -- National Domestic Violence Awareness Month -- to address the basic needs of women living in shelters."

Because the specific needs of the shelters varied from market to market, United States Cellular collected everything from furniture to toiletries to interview suits. Some of the program's success stories included:

- In Des Moines, Iowa, United States Cellular collected **more than seven truckloads of clothing and toiletries** for the local shelters.
- In Laredo, Texas, a woman saw a United States Cellular representative on television speaking about the program, and she immediately called United States Cellular to ask someone to come pick up a couch she wanted to donate to the shelter.
- In Tallahassee, Fla., **more than 400 women's interview suits** were donated to the shelters. These suits gave the woman confidence and a first step toward finding a stable job and a new life.
- And in Milwaukee, with the help of Motorola, United States Cellular donated up to 500 phones to area shelters and launched it with a press conference, attended by the mayor of Milwaukee, the executive director of the Wisconsin Coalition Against Domestic Violence and the coordinator of the Milwaukee Coalition Against Domestic Violence and Sexual Assault.

During the month of October, United States Cellular also increased the number of shelters participating in the phone loan program from 170 to 220, making strong headway in giving more women a renewed sense of independence and security.

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**JIM DOYLE**  
GOVERNOR  
STATE OF WISCONSIN

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August 18, 2003

TO THE HONORABLE MEMBERS OF THE ASSEMBLY:

I have approved Assembly Bill 61 as 2003 Wisconsin Act 48 and have deposited it in the Office of the Secretary of State. I have vetoed Section 2 and exercised the partial veto in Section 7.

Assembly Bill 61 addresses a significant public safety need by encouraging the development of enhanced 911 service for wireless phones. Enhanced 911 service allows 911 "public safety answering points," facilities to which 911 calls are initially routed, to pinpoint the location of a 911 call. While most 911 answering points in the state already provide enhanced service for calls originating from landlines, this public safety tool is not available for most wireless callers.

Assembly Bill 61 creates a three-year grant program administered by the Public Service Commission to reimburse local governments and wireless telephone service providers for certain costs related to enhanced wireless 911 service. The program will encourage the consolidation and efficient provision of 911 services by funding a single public safety answering point in each county. However, the bill limits the amount of grant funding that may be provided to link effectively local emergency call centers with the public safety answering point. Without equipment upgrades, calls relayed from the initial answering point to a local emergency call center will lack the locational information necessary to pinpoint the call.

Section 7 [as it relates to s. 146.70 (3m) (d) 4m.] allows the Public Service Commission to provide grants to local governments for costs associated with relaying messages regarding wireless 911 calls from public safety answering points to existing emergency call centers only if the commission determines: (a) the costs will equal no more than five percent of the overall costs of the statewide wireless 911 system; (b) reimbursement is in the public interest and promotes public health and safety; and (c) reimbursement is not a disincentive to consolidation of dispatch functions by local government emergency call centers.

I am partially vetoing Section 7 [as it relates to s. 146.70 (3m) (d) 4m.] to remove the requirements that the commission determine that costs will equal no more than five percent of overall costs and that reimbursement not be a disincentive to consolidation of dispatch functions because I object to the arbitrary five percent limitation on reimbursements for essential relay functions and because I object to the harm to public safety that could occur if existing emergency call centers are unable to make

necessary equipment upgrades. As a result of this partial veto, the commission will still need to determine that reimbursement of these costs is in the public interest and promotes public health and safety.

Section 2 requires the Department of Electronic Government, now the Department of Administration, to administer a program to facilitate purchases, leases and service contracts by local governments that operate wireless public safety answering points. Section 7 [as it relates to s. 146.70 (3m) (d) 5.] limits reimbursements to a local government that purchases outside of the department's program to the actual costs under the program unless the local government has no practicable option under the program.

I am vetoing Section 2 and partially vetoing Section 7 [as it relates to s. 146.70 (3m) (d) 5.] to remove the purchasing program requirements because they are unnecessary and because requiring local governments to make purchases related to enhanced wireless 911 through the department's purchasing program could reduce local governments' abilities to negotiate favorable pricing on other telecommunications services.

Respectfully submitted,

JIM DOYLE  
Governor

**Verizon Wireless'  
Domestic Violence Initiatives in Wisconsin-Circa. 2002**

Major elements have included:

. **Business Seminar:** To attract the interest and involvement of the business community, a luncheon seminar "Domestic Violence and the Workplace" was conducted for management and HR professionals. Co-sponsorships from Milwaukee's The Business Journal, the Milwaukee Bucks and a presentation by Verizon Wireless' CEO Denny Strigl underscored the importance of the event. Over 100 executives from Wisconsin corporations and domestic violence agencies participated. Major area employers from Miller Brewing, Harley Davidson, Rockwell Automation, Brady Corporation, Aurora Health Care and major hospitals in the area attended. The messages conveyed and materials distributed to the audience were designed to educate employers on the impact of domestic violence, how to recognize it and help employee/victims. In addition to the corporate leaders in attendance and the thousands of employees they represented, the event received significant print, broadcast and editorial attention from local media.

. **Green Bay Packer Point Promotion:** Widespread attention to domestic violence came through a special season-long promotion involving the Green Bay Packers. Verizon Wireless made a \$25 contribution to Southeastern Wisconsin shelters for every point scored by the Packers throughout the 2002 season and playoffs. The point promotion received weekly news attention through a special "Scoreboard Announcement" appearing weekly in the 23 Milwaukee suburban editions published by CNI Newspapers. The Packers successful season resulted in contributions totaling more than \$10,000. Equally important, the weekly attention in all CNI Newspapers suburban editions demonstrated the community-wide nature of the problem.

. **Sports Promotions/Community Events:** Verizon Wireless also capitalized on its sponsorship status of other major community events to provide information and build awareness on domestic violence prevention. A special Domestic Violence Prevention Awareness Night at a Milwaukee Bucks game provided domestic violence shelters the opportunities to distribute literature and answer questions for ticket holders at the 18,000 seat capacity Bradley Center. Educational booths at the Marcus Center for the performing arts provided information on the issue in connection with the "Unique Lives/Unique Experiences" lecture series featuring national and international women. The company also served as an anchor sponsor for two highly visible community events hosted by Milwaukee's Sojourner Truth House and Task Force on Family Violence, worth a total investment of more than \$20,000. The former was the Milwaukee Brewers Wives Auction at Miller Park; the latter was the Honor Thy Children luncheon held in connection with Domestic Violence Prevention Month.

. **Domestic Violence Prevention Month:** A special event, held in connection with National Domestic Violence Prevention Month was arranged and conducted in connection with the Green Bay Packers Monday Night Football Game with the Miami Dolphins. Collection points outside of Green Bay's Lambeau Field provided the opportunity for ticket holders to donate old, used cell phones, regardless of make or model, to Verizon Wireless' HopeLine<sup>SM</sup> program. Through this innovative program, 300 used phones were collected and will be refurbished and resold with proceeds donated to domestic violence prevention. The event received widespread media attention in Milwaukee, Madison and Green Bay.

. **Public Service Announcements:** Also to extend the message throughout the state, Verizon Wireless produced and distributed two 30-second public service announcements. They featured Green Bay Packer All-Pro Lineman Marco Rivera and his wife and Milwaukee Bucks Assistant Coach Terry Stotts and his wife. The public service spots were distributed during the respective teams' seasons. In addition to their use by television stations they also were shown on the Jumbo-tron screen at Packers' and Bucks' home games.

# **FACT SHEET**

## **FCC WIRELESS 911 REQUIREMENTS**

In a series of orders since 1996, the Federal Communications Commission (FCC) has taken action to improve the quality and reliability of 911 emergency services for wireless phone users, by adopting rules to govern the availability of basic 911 services and the implementation of enhanced 911 (E911) for wireless services.

### **BACKGROUND ON WIRELESS 911**

The FCC's wireless 911 rules seek to improve the reliability of wireless 911 services and to provide emergency services personnel with location information that will enable them to locate and provide assistance to wireless 911 callers much more quickly. To further these goals, the agency has required wireless carriers to implement E911 service, subject to certain conditions and schedules. The wireless 911 rules apply to all cellular licensees, broadband Personal Communications Service (PCS) licensees, and certain Specialized Mobile Radio (SMR) licensees.

### **BASIC WIRELESS 911 SERVICES**

The basic 911 rules require wireless carriers to transmit all 911 calls to a Public Safety Answering Point (PSAP) without regard to validation procedures intended to identify and intercept calls from non-subscribers. Under the rules, therefore, both subscribers and non-subscribers can dial 911 and reach emergency assistance providers without having to prove their subscription status.

Many wireless 911 calls are made by "Good Samaritans" reporting traffic accidents, crimes, or other emergencies. Prompt delivery of these and other wireless 911 calls to public safety organizations benefits the public at large by promoting safety of life and property.

### **911 CALL PROCESSING PROCEDURES**

In May 1999, the FCC adopted requirements to improve the ability of cellular phone users to complete wireless 911 calls. The 911 call completion rules are intended to improve the security and safety of analog cellular users, especially in rural and suburban areas.

Under the rules, all mobile phones manufactured for sale in the United States after February 13, 2000, that are capable of operating in an analog mode, including dual-mode and multi-mode handsets, must include a special method for processing 911 calls. When

a 911 call is made, the handset must override any programming that determines the handling of ordinary calls and must permit the call to be handled by any available carrier, regardless of whether the carrier is the customer's preferred service provider. Handsets capable of operating in analog mode must incorporate any one or more of the 911 call system selection processes endorsed or approved by the Commission.

### **PHASE I E911 REQUIREMENTS**

As of April 1, 1998, or within six months of a request by the designated Public Safety Answering Point (PSAP), whichever is later, covered carriers are required to provide to the PSAP the telephone number of the originator of a 911 call and the location of the cell site or base station receiving a 911 call. This information assists in the provision of timely emergency responses both by providing some information about the general location from which the call is being received and by permitting emergency call-takers to re-establish a connection with the caller if the call is disconnected.

### **PHASE II E911 REQUIREMENTS**

Wireless carriers are required to provide Automatic Location Identification (ALI) as part of Phase II E911 implementation beginning October 1, 2001, as detailed below. Originally, the FCC's rules envisioned that carriers would need to deploy network-based technologies to provide ALI. In the past several years, there have been significant advances in location technologies that employ new or upgraded handsets. In September 1999, the FCC revised its rules to better enable carriers to use handset-based location technologies to meet the Phase II requirements. In particular, the FCC established separate accuracy requirements and deployment schedules for network-based and handset-based technologies. In August 2000, the FCC made minor adjustments to the deployment schedule for handset-based technologies. The E911 Phase II requirements are as follows:

- **Handset-Based ALI Technology**: Wireless carriers who employ a Phase II location technology that requires new, modified or upgraded handsets (such as GPS-based technology) may phase-in deployment of Phase II subject to the following requirements:
  - Without respect to any PSAP request for Phase II deployment, the carrier shall:
    1. Begin selling and activating ALI-capable handsets no later than October 1, 2001;
    2. Ensure that at least 25 percent of all new handsets activated are ALI-capable no later than December 31, 2001;
    3. Ensure that at least 50 percent of all new handsets activated are ALI-capable no later than June 30, 2002; and
    4. Ensure that 100 percent of all new digital handset activated are ALI-capable no later than December 31, 2002 and thereafter.

5. By December 31, 2005, achieve 95 percent penetration of ALI-capable handsets among its subscribers.
- Once a PSAP request is received, the carrier shall, in the area served by the PSAP, within 6 months or by October 1, 2001, whichever is later:
    1. Install any hardware and/or software in the CMRS network and/or other fixed infrastructure, as needed, to enable the provision of Phase II E911 service; and
    2. Begin delivering Phase II E911 service to the PSAP.
  - Network-Based ALI Technology: As of October 1, 2001, within 6 months of a PSAP request, carriers employing network-based location technologies must provide Phase II information for at least 50 percent of the PSAP's coverage area or population. Within 18 months of a PSAP request, carriers must provide Phase II information for 100 percent of the PSAP's coverage area or population.
  - ALI Accuracy Standards: The FCC adopted the following revised standards for Phase II location accuracy and reliability:
    - For handset-based solutions: 50 meters for 67 percent of calls, 150 meters for 95 percent of calls;
    - For network-based solutions: 100 meters for 67 percent of calls, 300 meters for 95 percent of calls.
  - ALI Implementation Plan Report: The FCC required wireless carriers to report their plans for implementing E911 Phase II, including the technology they plan to use to provide caller location, by November 9, 2000. This report was aimed at providing information to permit planning for Phase II implementation by public safety organizations, equipment manufacturers, local exchange carriers, and the FCC, in order to support Phase II deployment by October 1, 2001.

### **CONDITIONS FOR ENHANCED 911 SERVICES**

The E911 Phase I requirements, as well as certain of the Phase II requirements, are applicable to wireless carriers only if the administrator of the designated PSAP has requested the service and is capable of receiving and utilizing information provided. In November 1999, the FCC revised its E911 rules to remove the prerequisite that a cost recovery mechanism for wireless carriers be in place before carriers are obligated to provide E911 service in response to a PSAP request. The PSAP must have the means of covering its costs of receiving and utilizing the E911 information, however, in order to make a valid request for E911 service. The FCC's rules do not mandate any specific state action nor specify any particular mechanism for funding the technology and service capabilities necessary to enable the PSAP to make a valid service request.

### IMPLEMENTATION OF 911 ACT

In August 2000, the FCC adopted an Order to implement the Wireless Communications and Public Safety Act of 1999 (911 Act), enacted on October 26, 1999. The purpose of the 911 Act is to enhance public safety by encouraging and facilitating the prompt deployment of a nationwide, seamless communications infrastructure for emergency services that includes wireless communications. The FCC initiated the implementation proceeding to address the provisions of the 911 Act and to fulfill the Congressional mandates set forth therein. Specifically, in the Order adopted in August 2000, the FCC took the following initiatives:

- designated 911 as the universal emergency telephone number within the United States for reporting an emergency to appropriate authorities and requesting assistance, effective upon August 29, 2000;
- sought comment on appropriate transition periods for areas in which 911 is not currently in use as an emergency number, as well as on service area-specific circumstances and capabilities that must be addressed before carriers can deploy 911 as the uniform emergency number; and
- sought comment on how the FCC should facilitate states' efforts to deploy comprehensive emergency communications systems – for example, through guidelines, meetings, or other information-sharing measures – in a manner that does not impose obligations or costs on any person.

The 911 Act also added provisions dealing specifically with wireless location information to 47 U.S.C. § 222, the section of the Communications Act that governs treatment of customer proprietary network information (CPNI) and subscriber list information (SLI). The Commission expects to initiate a proceeding to interpret and clarify these provisions in early 2001.

washingtonpost.com

## Lawmakers Seek to Speed E-911 Rollout

By David McGuire  
washingtonpost.com Staff Writer  
Tuesday, February 25, 2003; 5:36 PM

A group of House and Senate members locked arms today in a bid to jumpstart the rollout of technology that would allow emergency workers nationwide to pinpoint the location of 911 calls made from wireless phones.

Wireless companies, public safety officials, and governments are operating under timetables set by the federal government for deploying so-called E-911 location technology, but substantial financial and logistical obstacles have delayed a national rollout.

"We see these technologies slowly being deployed -- in fact too slowly," Sen. Conrad Burns (R-Mont.) said today at a press conference to launch the Congressional "E-911" Caucus. "We'd like to accelerate it."

Burns, joined by Sen. Hillary Clinton (D-N.Y.) and Reps. John Shimkus (R-Ill.) and Anna Eshoo (D-Calif.), said the caucus would lend its members' power and visibility to the need to improve the 911 system, though Burns conceded it is unlikely that the caucus will introduce legislation in the short term.

The biggest role the caucus can play is focusing attention on the issue, so that players begin to feel public pressure to step up their E-911 efforts, Burns said.

Welcoming the caucus's creation, the National Emergency Number Association (NENA) said its estimates show that the nation's emergency centers get more than 50 million 911 calls annually from wireless users. Emergency calls made from land lines are easily traced to a physical location by police or rescue workers, but only those systems that have made necessary upgrades can quickly identify the location of a wireless caller.

Clinton said expanding E-911 services nationwide could help forestall tragedies like an incident last month in which four teenagers died in the waters of Long Island Sound when their small boat sank. One of the teenagers called 911 on his wireless phone, but emergency operators couldn't locate the teens based on their signal. They were never found.

Technology to allow emergency workers to pinpoint the location of any wireless caller has existed for half a decade and has been widely available for at least the past 18 months. The Federal Communications Commission six years ago issued a two-step timetable for companies to upgrade their systems to locate 911 calls from wireless phones. "Phase One" technology, with a deadline for national rollout originally set for 1999, was intended to provide emergency workers the general location of the 911 caller, based on the wireless tower closest to the caller. Phase Two deployment, currently slated to be completed in 2005, would provide emergency workers with far more specific location information.

NENA reports that Phase One E-911 technology has been rolled out in just 1,360 of the nation's 3,140 emergency jurisdictions, while Phase Two has been completed in only 33 jurisdictions.

All the players responsible for rolling out E-911 -- the wireless companies that must upgrade their



services, the regional "Baby Bell" local phone companies that must bolster the capabilities of their networks, and the state governments that must fund upgrades to their 911 call centers -- have stumbled along the path.

Substantially all of the nation's wireless carriers have applied for waivers of their obligations under the FCC's E-911 deadlines, leading many public safety advocates to criticize the industry for dragging its feet.

Governments are also partly to blame. Most wireless phone users pay a monthly surcharge, included as a line item on their bills, to subsidize E-911 services. But Clinton and Thera Bradshaw, president of the Association of Public Safety Communications Officials International, said state officials, including New York Governor George Pataki (R), have raided state E-911 funds to offset budget shortfalls.

Cellular Telecommunications and Internet Association spokesman Travis Larson also singled out state and local governments as the "real bottlenecks" in E-911 rollout.

William Todd, a senior executive with TeleCommunications Systems Inc., said states must make E-911 a priority, suggesting the appointment of E-911 "czars" to oversee the upgrade to enhanced services. He also said federal lawmakers should lean on states to protect E-911 funds.

Todd, whose Annapolis, Md.-based company is one of the nation's largest providers of the positioning technologies used by wireless companies to locate callers, also said Congress has considerable power to help speed E-911 rollout, both through its use of the bully pulpit and by funding block grant programs.

"I think it will help, as long as you can get folks in dialogue on the subject it can't do anything but help," he said.

Burns has scheduled a March hearing on E-911 in the Senate Communications Subcommittee, which he chairs. Shimkus said a House hearing would follow shortly.

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## Lindstedt, Daniel

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**From:** Smyrski, Rose  
**Sent:** Friday, April 11, 2003 2:04 PM  
**To:** Lindstedt, Daniel  
**Subject:** FW: Wausau - Crash dispatch error prompts calls forbr.htm

Fri, Apr 11, 2003

## Crash

dispatch  
error prompts calls for

### change By Jessica Bock

*Wausau Daily Herald*  
[jbock@wdhprint.com](mailto:jbock@wdhprint.com)

An eight-minute delay in the response of emergency personnel to a fatal car crash Wednesday near Ringle could have been prevented if Wisconsin's 911 wireless system allowed dispatchers to automatically locate callers on cell phones.

A caller on a cell phone from the crash scene at Highway N and Thornapple Creek Road mistakenly left "Creek" out of the address given to dispatchers.

The Rib Mountain Fire Department was dispatched to Thornapple Road in Rib Mountain. When the crew didn't find a crash at the location, dispatchers realized the error and directed the Weston Fire Department to the scene near Ringle eight minutes later, said David Mason, captain of the Communication Division of the Marathon County Sheriff's Department, which fields all of the county's calls for fire, ambulance and police service.

"This is why everybody's pushing for this," he said, referring to a wireless system that would allow dispatchers to locate the origin of cell phone calls.

Shane D. Anderson, 22, of Wausau was driving east on Highway N when he tried to pass two vehicles, according to the Sheriff's Department. His car hit the lead vehicle, a van that was turning left onto Thornapple Creek Road. Anderson was taken to Community Health Care Wausau Hospital, where he died Wednesday night of severe head and internal injuries. No one else was injured in the crash.

Mason declined to comment on whether the delay had any effect on whether doctors could have saved Anderson's life.

The dispatch error was the second in a month for Marathon County. A Marathon County dispatcher was ordered last month to serve a one-day unpaid suspension for failing to check a caller's address against the address that appeared on the enhanced 911 screen.

The address on the screen was wrong, and because of the confusion, firefighters were delayed 30 minutes in responding to a March 9 fire that eventually destroyed the caller's house in the town of Bevent.

Mason, dispatchers and other emergency officials across the state anxiously are awaiting approval of a bill before the state Legislature that would speed compliance with the federal Wireless Communications and Public Safety Act of 1999.

The act mandates improvements in states' wireless 911 systems by 2005 so emergency dispatchers can automatically locate callers on cell phones. The bill is delayed in the Senate, and no action is expected until later this month at the earliest.

The Assembly last month voted to authorize a surcharge on cell phones to pay for upgrading 911 emergency response systems statewide. Under the bill, the Public Service Commission would calculate the monthly surcharge on cell phones needed for the service. That money would be distributed to one 911 response center in each county.

The National Emergency Numbers Association says about 30 percent of the calls made to 911 numbers nationwide come from wireless phones, and the number could top 50 percent by 2005. At the Marathon County Sheriff's Department, officials estimate about 45 percent of calls come from cell phones.

Despite the panic that comes with alarming situations such as a vehicle crash, cell phone callers must be able to give an accurate location, said Al Blencoe, a member of the Wisconsin Chapter of the Emergency Number Association.

"If you're going to call, you have to know where you are," Blencoe said.

Blencoe suggests looking for these landmarks:

- \* The exact name of the road intersecting the street of highway where the incident occurred.
  
- \* The nearest mile marker.
  
- \* Any landmarks.



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### HopeLine<sup>SM</sup> Fact Sheet

*Program Builds Awareness and Prevention for Workplace and Community*

### Overview: HopeLine Community Service Programs

#### Domestic Violence Prevention and Education

Through its HopeLine<sup>SM</sup> program, Verizon Wireless focuses primarily on putting wireless products and services to work to prevent domestic violence. It dedicates its resources to both the prevention of domestic violence and the life rebuilding process. In the past two years, Verizon Wireless has donated more than 7,200 wireless phones in addition to airtime, and more than \$1 million in monetary and other contributions to domestic violence shelters and prevention programs across the country.

#### Old Phones Give Victims A "HopeLine"

Verizon Wireless' national HopeLine phone recycling program collects previously owned wireless handsets to be refurbished, recycled and/or sold. As a result of HopeLine and related phone recycling programs the company has organized since 1995, Verizon Wireless has collected more than 947,000 used wireless phones for the benefit of domestic violence victims and advocacy groups. In the last year alone, since the HopeLine phone recycling program launched nationwide in October, 2001, Verizon Wireless has collected more than 477,000 phones.

#### The HopeLine Workplace Safety Program

One-third of American women report abuse at some point in their lives. Domestic violence can affect anyone, anytime and often permeates the workplace. The HopeLine Workplace Safety Program's priorities are raising awareness and ensuring the safety of victims while at work. These efforts include: policies that establish a culture of awareness and assistance internally, employee volunteerism, executive leadership, and company commitment to external organizations. Verizon Wireless also works to inspire businesses throughout the nation to join the fight against domestic violence.

#### Recent Partnerships

Verizon Wireless has a longstanding partnership with the Family Violence Prevention Fund (FVPF) and provides thousands of dollars in support of the non-profit's National Workplace Resource Center on Domestic Violence.

With the FVPF, Verizon Wireless is a founding participant in the Corporate Citizenship Initiative (CCI), a first-of-its-kind national project that develops workplace-based programs to stop domestic violence. On behalf of the CCI, Verizon Wireless sponsored the creation of workplace awareness/education posters to further the

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message that domestic violence is a business issue that must be addressed. Verizon Wireless' poster campaign has distributed more than 45,000 awareness posters to date since its launch in 2000.

As part of a cooperative effort in April 2001, The San Diego City Attorney's Office with Mayor Dick Murphy, City Attorney Casey Gwinn, the San Diego Domestic Violence Council, Verizon Wireless, Motorola and other partners, collected more than 3,100 pre-owned wireless phones, to help fight domestic violence. The Partnership set the record in California for the greatest number of phones gathered during a Donate-A-Phone collection drive.

In July 2002, Verizon Wireless is partnering with the WNBA Minnesota Lynx, Another Level Records of the High School for the Recording Arts and Cornerstone's PAVE to launch the "**U Have the Right.net**" campaign to further awareness among teens of dating violence issues.

In August 2002, Verizon Wireless and the Buffalo Bills teamed up to collect used wireless phones during the Buffalo Bills 2002 training camp at St. John Fisher College in Pittsford, NY and at Verizon Wireless' annual HopeLine game-day collection Sunday, October 27, 2002.

Verizon Wireless stores in Central Alabama in June 2002, teamed up with the University of Alabama to kick off an inaugural backpack drive to benefit children living in domestic violence shelters. The useful backpacks were stocked with school supplies and essential toiletry items.

#### **Corporate Leadership**

Verizon Wireless is a recognized leader for its domestic violence awareness campaign with the drive and support of its executive leadership team. In October 2002, Verizon Wireless was named by **Working Mother magazine** as one of the best places in the nation for a mother to work. The magazine said in its October issue, the honor was received because of its positive work environment for women, including its emphasis on domestic violence awareness and prevention, day care discounts, and prepaid tuition reimbursement for all employees. Also in October 2002, Denny Strigl, president and CEO, was honored with 22 recipients as part of **The White Ribbon Campaign**. This event, conceived by the State of Kentucky First Lady Judi Patton, honors domestic violence awareness efforts and victim advocacy. In June 2002, President and CEO Denny Strigl delivered the keynote address at the *Domestic Violence & The Workplace* luncheon program and seminar for Milwaukee-area business executives. The luncheon was sponsored by Verizon Wireless in conjunction with the Milwaukee Bucks, *The Business Journal* and Corporate Alliance to End Partner Violence (CAEPV).

In May 2002, Verizon Wireless was awarded the annual **Mt. Sinai Silver Whistle Award** for the company's longtime commitment to domestic violence awareness and prevention through its HopeLine program. Verizon Wireless also received the **New York City Victim Services' Champion Award** for the company's efforts in May 2000. The annual award recognizes businesses and individuals for their dedication and commitment to ending domestic violence and victimization.

The company also served as a corporate sponsor of the 1998 Annual National Conference on Domestic Violence. In 1997, Denny Strigl was invited to play a prominent role at a White House event to discuss the HopeLine program and encourage other corporations to take action.

[Back to Top](#)

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## News Release

FOR RELEASE WEDNESDAY, JUNE 24, 1998

### Victims of domestic violence receive wireless phones

**AT&T Wireless Services provides 25 phones through metro area District Attorneys' offices for use by high-risk victims of domestic violence**

DENVER, Colo. – District Attorneys' victim advocate programs in the First Judicial District (Jefferson and Gilpin Counties), Second Judicial District (Denver County), 17th Judicial District (Adams County), and 18th Judicial District (Arapahoe, Douglas, Elbert, and Lincoln Counties) today joined with AT&T Wireless Services to provide wireless phones and service to victims of domestic violence as part of a new Domestic Violence Prevention Program. District Attorneys David J. Thomas, Bill Ritter, Jr., Robert Grant, and James J. Peters announced the program today at Safehouse of Denver's Outreach Center.

AT&T Wireless Services is donating a total of 25 phones to the victim advocate programs through the District Attorney's offices. The equipment and service will be used to give domestic violence victims added protection, mobility, and virtual access to 9-1-1. The wireless phones are pre-programmed for 9-1-1 dialing only. In the event of a threatening situation or an emergency, the victims can use the wireless phones to call 9-1-1.

Recipients of the wireless phones will be identified by the victim advocate programs in each judicial district. Eligibility criteria include being a resident of the judicial district, being a victim of domestic abuse or stalking, and being referred to the program through a judicial district's victims assistance program or other recognized victim support group.

"Domestic violence continues to be a serious problem in our society," Denver District Attorney Bill Ritter said. "The phones are another tool to provide some immediate assistance to domestic violence victims."

"Wireless phones make our communities safer places by allowing people to dial 9-1-1 quickly in emergency situations," sated Craig Goudy, community relations manager for AT&T Wireless Services. "These phones are going to be in the hands of people we know may be in life-threatening situations. If this program contributes to the prevention of one incidence of violence, then we all have achieved our goal."

"Simple freedoms like going to work or the grocery store can be terrifying and even dangerous for victims of domestic violence. Wireless phones increase the victims' abilities to lead what most of us take for granted as a normal life," stated Ellen Stein, executive director of SafeHouse Denver.

Currently the First, 17th and 18th Judicial District have five phones and the Second Judicial District has 10 phones through the Domestic Violence Prevention Program. This partnership between the District Attorneys' offices and AT&T Wireless Services is open-ended and victim advocate programs may request additional phones and service as necessary. The Domestic Violence Prevention Program is



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In Our Communities

**U.S. Cellular remains committed to strong community involvement.**

U.S. Cellular is deeply committed to its customers and the communities in which it provi Over the years, U.S. Cellular has expanded its community relations programs in an effo this commitment. Through targeted community relations programs, the company touche including the homeless, elementary school children, domestic violence victims and peop neighborhoods. U.S. Cellular's community relations programs include:

- **Opportunity Calls<sup>SM</sup>**  
Through Opportunity Calls, U.S. Cellular works with homeless shelters to donate ce mailboxes to homeless and underprivileged individuals. The voice mailboxes provid place for prospective employers and landlords to leave messages as the homeless i reestablishes of his or her life.
- **SM (Homeless Outreach Phone Effort<sup>SM</sup>)**  
H.O.P.E. reconnects homeless and underprivileged people with their friends and far Thanksgiving, by providing them with free phone calls throughout the continental Ur U.S. Cellular associates bring wireless phones to shelters on Thanksgiving, and ass of all airtime and long-distance charges.
- **Cellular S.T.A.R.S.<sup>SM</sup> (Student Training and Rescue Sessions)**  
Cellular S.T.A.R.S. is a program designed to teach local elementary school students emergency 911 on a wireless phone. To date, more than 20,000 students nationwid participated in the program.
- **C.A.L.L.<sup>SM</sup> (Community Action Life Line<sup>SM</sup>)**  
Through C.A.L.L., U.S. Cellular donates wireless phones preprogrammed to emerge groups that can contribute to public safety, such as neighborhood watch organizatio postal carriers and school crossing guards.
- **H.E.L.P.<sup>SM</sup> (Hometown Emergency Loaner Phones<sup>SM</sup>)**  
Through H.E.L.P. U.S. Cellular provides emergency organizations with wireless phr service during disasters – tornadoes, floods, hurricanes and blizzards – so relief wo communication lines open.
- **S.A.F.E.<sup>SM</sup> (Stop Abuse From Existing<sup>SM</sup>)**  
S.A.F.E. provides victims of domestic violence with the tools they need to stop the c Victims can receive wireless phones preprogrammed to emergency 911 and cellular mailboxes so family, caseworkers, lawyers, etc., can leave secure messages. Throu for Seniors<sup>SM</sup> program U.S. Cellular is addressing the elder abuse problem under th company loans wireless phones preprogrammed to emergency 911 to victims of eld they can call for help at any time. S.A.F.E. for Seniors is an offshoot of U.S. Cellular program.

[top](#)

TDS Telecom believes that the Company's success is linked to the success of the comr

TDS TELECOM has a rich tradition of supporting local communities by donating money expertise. Some of these contributions include:





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- ✧ [About the Office](#)
- ✧ [What's New](#)
- ✧ [State-by-State OVW Grant Activities](#)



- ✧ [Press Releases and Remarks](#)
- ✧ [Publications](#)
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[Back to the Office Home Page](#)

[Back to OJP Home](#)

**Award Recipient:** Dane County

**Award Amount:** \$504,814

**Purpose:** With this supplemental award, Dane County will continue its efforts to increase safety and protection of domestic violence victims and their children while enhancing the county's ability to hold violent offenders accountable. In addition to continuing its current activities, Dane County will address violence against women among diverse, traditionally underserved populations. The project will also continue to support a specialized legal advocate for persons with developmental disabilities who suffer abuse. Materials will be developed in multiple formats to include, but not limited to, Spanish and Hmong (the largest refugee population in Dane County). Training will be provided to prosecutors, law enforcement, justice system personnel, advocates, and abuser treatment providers, each focusing on issues and barriers faced by specific populations such as Latino/a, African-American, Hmong, gay/lesbian/bisexual/transgendered, immigrant, low income, disabled, and older persons.

The second element of this grant is to continue developing stronger ties with Child Protective Services, community-based advocacy and the juvenile and criminal justice system to provide effective support and resources to victims and their children. Dane County will focus on designing interventions that are appropriate to a diverse range of families experiencing domestic violence and child abuse, including the development of a protocol that will outline a collaborative process for intervention.

The third element of the proposal will coordinate efforts to address incidents of stalking which occur within the context of domestic violence. Dane County will provide coordinated training to law enforcement agencies to increase their knowledge of the risk to victims by stalkers and to enhance investigation of stalking cases so that prosecutors can pursue stalkers and hold them accountable. They will work with victims, advocates and law enforcement offices to develop safety plans for victims of stalking and will provide victims with technological tools that have been donated by community businesses such as 911 cellular phones and security/alarm systems.

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**Award Recipient:** Milwaukee County


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  - ▶ [FAQs](#)
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U.S. Cellular is committed to being a responsible corporate citizen throughout its operating markets. Since our founding in 1983, we have established a strong presence across the country by developing targeted community relations programs that enhance the quality of life throughout our markets.

U.S. Cellular's community relations programs include:



Through C.A.L.L., (Community Action Life Line) U.S. Cellular donates wireless phones preprogrammed to 911 and one other non-emergency phone number to groups that can impact public safety, such as neighborhood watch organizations, park patrols, postal carriers and school crossing guards.



Through C.A.R.E. (Community Action Recycling Effort), U.S. Cellular asks its customers, associates and operating communities to donate their used wireless phones at company locations nationwide. Proceeds generated from wireless phones go toward supporting various charities.



Cellular Stars is a program designed to teach elementary school students in grades K-3 how to dial emergency 911 on a wireless phone. To date, more than 20,000 students nationwide have participated in the program.

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## **H.E.L.P.**

U.S. Cellular's  
Disaster Relief  
Phone Loan Program

Through H.E.L.P. (Hometown Emergency Loaner Phones), U.S. Cellular provides emergency organizations with wireless phones and service during times of disaster – such as tornadoes, floods, hurricanes and blizzards – so relief workers can keep communication lines open.

## **H.O.P.E.**

U.S. Cellular's Homeless  
Outreach Program

H.O.P.E. (Homeless Outreach Phone Effort) reconnects homeless and underprivileged people with their friends and family during the holiday season. Through H.O.P.E., U.S. Cellular associates bring wireless phones to local shelters and assist the homeless in placing free, local or long distance wireless phone calls to their family or friends.

## **Mobile Manners.**

U.S. Cellular's Wireless  
Phone Etiquette Program

Mobile Manners is a nationwide public service campaign designed to educate consumers on how to politely and responsibly use their wireless phones in public. Using seven easy-to-understand tips, U.S. Cellular is driving the message that education is key to proper wireless phone etiquette. [More info.](#)

## **Opportunity Calls.**

U.S. Cellular's  
Homeless Outreach  
Voice Mail Program

Through Opportunity Calls, U.S. Cellular works with homeless shelters to donate wireless voice mailboxes to homeless and underprivileged individuals. The voice mailboxes provide a secure and private place for prospective employers, landlords and caseworkers to leave messages as the homeless individual transitions out of his or her current situation.

## **S.▲.F.E.**

U.S. Cellular's Program for  
Domestic Violence Prevention

S.A.F.E. (Stop Abuse From Existing) provides victims of domestic violence with the tools they need to stop the cycle of abuse. Victims can receive wireless phones preprogrammed to emergency 911 and wireless voice mailboxes so family, caseworkers, lawyers, etc., can leave secure messages.

## **S.A.F.E.** *For Seniors™*

U.S. Cellular's Program for  
Elder Abuse Prevention

U.S. Cellular is addressing the problem of elder abuse through S.A.F.E. (Stop Abuse From Existing) for Seniors, a program through which the company loans wireless phones preprogrammed to emergency 911 to caseworkers or at-risk seniors. S.A.F.E. for Seniors is an offshoot of U.S. Cellular's award-winning S.A.F.E. program.



Through V.A.L.O.R. (Veterans and Loved Ones Reconnect), U.S. Cellular brings wireless phones to VA hospitals, VFWs, American Legions and other organizations on Veterans Day and Memorial Day. Associates assist veterans in placing free, local or long distance wireless phone calls to family, friends and former service buddies.



Wireless Road Rules is a public service campaign designed to help reduce the risk of driver distraction by promoting wireless phone safety. Through this campaign, U.S. Cellular educates motorists on how they can responsibly use their wireless phones and reinforces the message that safety does, and always should, come first when driving an automobile. [More info...](#)

If you have questions about any of these programs, please contact [externalcommunications@uscellular.com](mailto:externalcommunications@uscellular.com)

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Call Customer Service at 1-888-944-9400

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# Free-Cell-Phones.org

You can help the victims of domestic violence by donating an old wireless phone or getting a new one for FREE!



## Wisconsin Domestic Violence Resources

In addition to raising money for organizations that assist victims of domestic violence, our site's mission is to publicize local businesses and organizations that collect used cell phones for redistribution to battered women. The phones are refurbished and reprogrammed to dial 911.

### ★ Where To Mail Your Used Cell Phones

**Mail to:** CALL to PROTECT  
c/o Motorola  
1580 E. Ellsworth Road  
Ann Arbor, MI 48108

Find Local Drop-Off Locations  
by Clicking On Your State >>

### ★ Where To Drop Off Your Used Cell Phones

#### Milwaukee

- Lincoln Professional Center  
10401 W. Lincoln Avenue - Excel Communications Suite 211

#### Saukville

- Cole Family Consignment\$, LLC  
655 N. Riverside Drive

[Click Here](#) to submit your charitable drop-off location to our directory.

### ★ Other Local Organizations

- Wisconsin Coalition Against Domestic Violence  
1400 East Washington Avenue, Suite 232 - Madison, WI 53703 - 608.255.0539

### ★ Select Your Free Cell Phone Package

Just choose your free cell phone from any of the following offers and you'll be helping to support worthy domestic violence organizations. Up to \$30.00 is donated for each referral.

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**Paragon Cellular** - Get your free cell phone and 1,120 minutes for only \$29.99 per month from Paragon Cellular with no credit card necessary and monthly invoicing! Complete the 60 second real-time application and receive: free long distance, free digital voicemail, free caller ID, free call waiting, free 3-way calling, free long distance, & free battery charger.

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**Best Free Cellphones** - Best selection of free and discounted cell phones on the Net. Includes free S & H and \$79 worth of free accessories with every order!

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- [Maryland](#)
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- [Mississig](#)
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- [New Har](#)
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Free Emergency Only Cell Phones for Domestic Violence Victims  
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Donate an old cell phone for use by Domestic Violence Victims

*Be a wireless Samaritan.*

*Use it to report crimes in progress or other potentially life-threatening emergencies, accidents, or drunk driving.*

#### About 911

- *in depth*

- Availability of Cellular 911
- Analog vs. Digital
- 911 Information Links
- 911 Do's and Don'ts

#### Cellular Accessibility Information & Solutions

- *in depth*

- Internet Resources
- Cellular Manufacturer Accessibility Pages
- Cellular Provider Accessibility Pages
- Articles and Analysis
- Government and Cellular Industry Resources

#### Stalking Victims

- *in depth*

- Is it stalking?
- Safety Information and Resources for Stalking Victims
- U.S. Department of Justice Reports
- Stalking Laws

#### Domestic Violence

- *in depth*

- Domestic Violence Hotline
- Safety Plans
- Dynamics of Intimate Partner Abuse
- Public Policy