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Contact: Sonya Carius - (800) 332-3911

**NENA Initiates Campaign To Educate Public Regarding 9-1-1 Services:
Cell Phone Callers Still Cannot be Located Automatically by Emergency Operators**

Organization Raises Concern that New Location Information Technology May Be Delayed

Sunbury, Ohio - June 28, 1999 - The National Emergency Number Association (NENA) has initiated a campaign to make public safety agencies, elected officials, and the American public aware that a federal requirement to install lifesaving location technology by 2001 is in serious jeopardy.

In 1996, the Federal Communications Commission (FCC) ruled that wireless carriers must install technologies that can locate callers when they dial "9-1-1" from a wireless telephone. However, for the past six months the FCC has been urged by some industry groups to significantly delay the implementation of these systems. On June 10th, NENA filed comments with the FCC asking that these special interests be set aside and voiced the strongest encouragement possible for maintaining the current 2001 deadline. Through its campaign, NENA is now asking all people involved in 9-1-1 to add their own support to the FCC's efforts to hold the line and enforce the current rules.

"This is rapidly becoming a critical public safety issue affecting all Americans," said W. Mark Adams, NENA's Executive Director. "In the 16 years since cell phones were introduced, 9-1-1 operators have not been able to automatically receive the location or even the phone number of people calling from a wireless phone. Yet every day, more than 98,000 people dial 9-1-1 from their wireless telephone to help themselves and others. The delays in finding people are serious threats to the emergency service response effort. These delays could cost lives, complicate injuries, and result in unnecessary property damage.

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“The public safety community felt the problem was solved in 1996, when the wireless industry and public safety agreed to a five-year implementation plan. We were happy with the plan then and we are still happy with that plan now. NENA is dismayed by the current effort to extend the compliance period, which has regrettably become a private sector battle over competing technologies," added Adams.

NENA agrees with FCC Chairman William Kennard's longstanding position, repeated in recent remarks to 20,000 industry executives at a Cellular Telephone Industry Association convention. "I don't think we should wait until the next millennium to bring a service to Americans that they need today. My challenge to you is not just to meet, but to beat the deadline," said Kennard.

The American public has embraced wireless telephones as an everyday part of life, including their use in all kinds of emergencies. The lack of location information can have serious consequences, as discovered in April by a driver in Fort Wayne, Indiana whose car ran off the road and rolled into a ditch. He spent nearly two hours talking to a 9-1-1 operator, but died before the emergency personnel could find him.

NENA has 6,500 members that manage the 5,500 centers that answer and process 9-1-1 calls. In addition, another 250,000 emergency medical personnel, firefighters, police officers, emergency room trauma physicians, and state and local public safety officials respond to calls for assistance. Without real Wireless Enhanced 9-1-1 (E9-1-1), their ability to save lives is slowed in situations where minutes matter the most.

NENA is asking all persons involved in or concerned about public safety to voice their support in writing to the FCC about this important issue: (i) agree with Chairman Kennard to meet or beat the implementation deadline, (ii) dismiss the special interest groups and the battle over costs and profits, and (iii) stop needless tragedies occurring from the delays in location information.

Detailed information on this issue is available in the June 10th NENA filing, from NENA's offices at (800) 332-3911, or via our web site at www.nena.org. The FCC web site, and all related comments, can be found under docket 94-102 on the Electronic Comment Filing System at www.fcc.gov.

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