



# Public Relations ToolKit

2014

THE NATIONAL 9-1-1 EDUCATION COALITION

# About the Toolkit

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This Public Relations Toolkit was developed by the National 9-1-1 Education Coalition to accompany the *9-1-1: The Number to Know*™ national awareness campaign, with a launch in April 2011. The campaign was developed for use by national organizations, state 9-1-1 entities, regional authorities and PSAPs during National 9-1-1 Education Month and National Public Safety Telecommunicators Week, both in April. It is also designed to support the coordinated promotion of 9-1-1 education and awareness year-round.

The National 9-1-1 Education Coalition hopes this toolkit will provide you with useful information and ideas about how to celebrate and promote April as National 9-1-1 Education Month and National Public Safety Telecommunicators Week. Additionally, a variety of campaign materials and templates have also been developed and are available for you to download at [www.know911.org](http://www.know911.org).

# About the National 9-1-1 Education Coalition

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In October 2010, a volunteer group of public safety, education and industry stakeholders formed the National 9-1-1 Education Coalition (the Coalition) to support the nationwide coordinated promotion of National 9-1-1 Education Month and National Public Safety Telecommunicators Week. The Coalition leveraged the resources and expertise of its members to create the 9-1-1: The Number to Know awareness campaign to promote a common message of public awareness on the effective use of 9-1-1 resources.

The Coalition also supports access to the “best of the best” 9-1-1 educational and promotional ideas, and fosters the advancement of 9-1-1 technology and services to meet the evolving needs of the public to access emergency help.

Members of the Coalition include:

- NG9-1-1 Institute
- 9-1-1 for Kids®
- Association of Public Safety Communications Officials (APCO)
- CTIA – The Wireless Association®
- The Industry Council for Emergency Response Technologies
- National Academies of Emergency Dispatch (NAED)
- National Association of State 9-1-1 Administrators (NASNA)
- National Emergency Number Association (NENA)

For more information about the Coalition, please contact the National 911 Education Coalition at [know911org@gmail.com](mailto:know911org@gmail.com).

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# 2014 Theme

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The National 9-1-1 Education Coalition will continue to promote the theme “BE 9-1-1 READY” for the 2014 Education/Awareness outreach campaign for National 9-1-1 Education Month.

Encourage your citizens and communities to understand that being ready to call 911 will help 911 provide the assistance they need quickly and correctly.

Key messages that should be considered for use in 2014 outreach and communication include:

- **Know Where You Are:** Where are you right now? Could you tell 9-1-1 exactly where to find you?
- **911: Call If You Can, Text If You Can't:** Your local 9-1-1 may not be able to accept text messages, photos and video. A voice call continues to be the best way to reach 9-1-1.
- **Use a Landline:** Whenever possible, use a landline to call 9-1-1. Cell phone calls aren't always routed to the closest call center and the time it takes to transfer your call to the call center.
- **Stay Calm & Ready to Listen:** 9-1-1 is here to help you through until help arrives. Be ready to listen and follow directions.

# History of 9-1-1

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The three-digit telephone number "9-1-1" has been designated as the "Universal Emergency Number," for citizens throughout the United States to request emergency assistance. It is intended as a nationwide telephone number and gives the public fast and easy access to a Public Safety Answering Point (PSAP).

In the United States, the first catalyst for a nationwide emergency telephone number was in 1957, when the National Association of Fire Chiefs recommended use of a single number for reporting fires.

In 1967, the President's Commission on Law Enforcement and Administration of Justice recommended that a "single number should be established" nationwide for reporting emergency situations. The use of different telephone numbers for each type of emergency was determined to be contrary to the purpose of a single, universal number.

Other Federal Government Agencies and various governmental officials also supported and encouraged the recommendation. As a result of the immense interest in this issue, the President's Commission on Civil Disorders turned to the Federal Communications Commission (FCC) for a solution.

In November 1967, the FCC met with the American Telephone and Telegraph Company (AT&T) to find a means of establishing a universal emergency number that could be implemented quickly. In 1968, AT&T announced that it would establish the digits 9-1-1 (nine-one-one) as the emergency code throughout the United States.

The code 9-1-1 was chosen because it best fit the needs of all parties involved. First, and most important, it met public requirements because it is brief, easily remembered, and can be dialed quickly. Second, because it is a unique number, never having been authorized as an office code, area code, or service code, it best met the long range numbering plans and switching configurations of the telephone industry.

Congress backed AT&T's proposal and passed legislation allowing use of only the numbers

9-1-1 when creating a single emergency calling service, thereby making 9-1-1 a standard emergency number nationwide. A Bell System policy was established to absorb the cost of central office modifications and any additions necessary to accommodate the 9-1-1 code as part of the general rate base.

With Enhanced 9-1-1, or E9-1-1, local PSAPs are responsible for paying network trunking costs according to tariffed rates, and for purchasing telephone answering equipment from the vendor of their choice.

On February 16, 1968, Senator Rankin Fite completed the first 9-1-1 call made in the United States in Haleyville, Alabama. The serving telephone company was then Alabama Telephone Company. This Haleyville 9-1-1 system is still in operation today.

On February 22, 1968, Nome, Alaska implemented 9-1-1 service.

In March 1973, the White House's Office of Telecommunications issued a national policy statement which recognized the benefits of 9-1-1, encouraged the nationwide adoption of 9-1-1, and provided for the establishment of a Federal Information Center to assist units of government in planning and implementation.

The intense interest in the concept of 9-1-1 can be attributed primarily to the recognition of characteristics of modern society, i.e., increased incidences of crimes, accidents, and medical emergencies, inadequacy of existing emergency reporting methods, and the continued growth and mobility of the population.

In the early 1970s, AT&T began the development of sophisticated features for the 9-1-1 with a pilot program in Alameda County, California. The feature was "selective call routing." This pilot program supported the theory behind the Executive Office of Telecommunication's Policy.

By the end of 1976, 9-1-1 was serving about 17% of the population of the United States. In 1979, approximately 26% of the population of the United States had 9-1-1 service, and nine states had enacted 9-1-1 legislation. At this time, 9-1-1 service was growing at the rate of 70 new systems per year. By 1987, those figures had grown to indicate that 50% of the US population had access to 9-1-1 emergency service numbers.

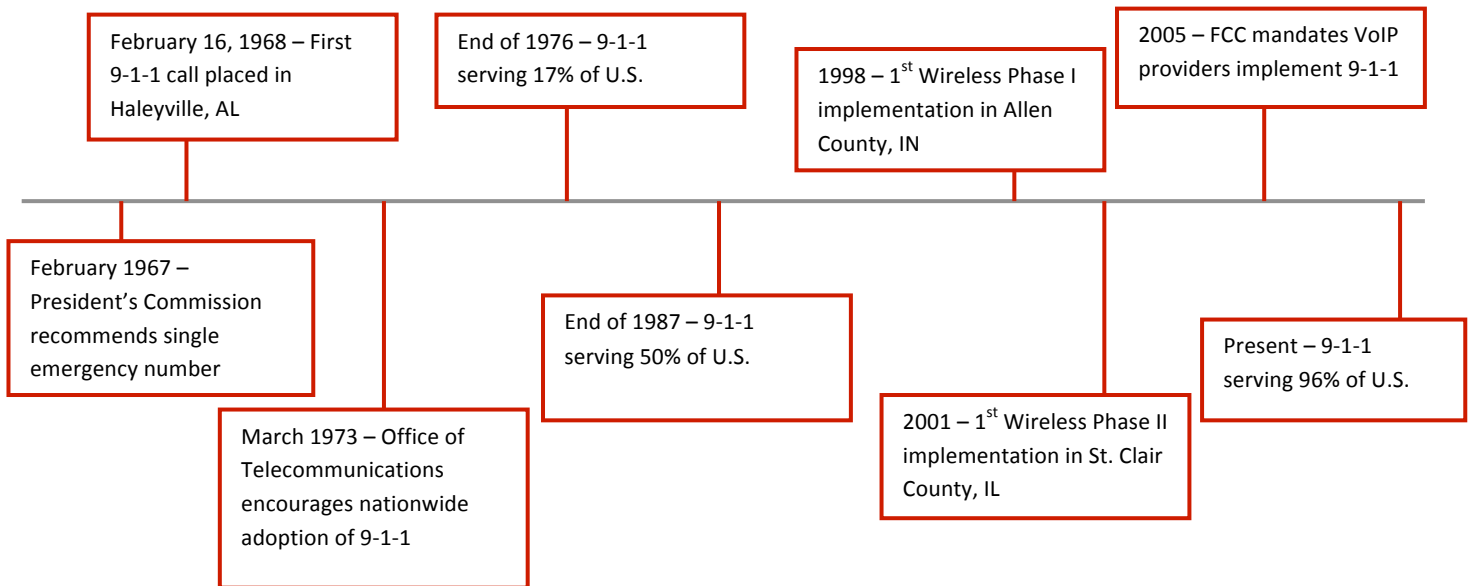
In addition, Canada recognized the advantages of a single emergency number and chose to adopt 9-1-1 rather than use a different means of emergency reporting service, thus unifying the concept and giving 9-1-1 international stature.

At the end of the 20th century, nearly 93% of the population of the United States was covered by some type of 9-1-1 service. Ninety-five percent of that coverage was Enhanced 9-1-1. Approximately 96% of the geographic US is covered by some type of 9-1-1.

*(History provided by NENA.org)*

# History of 9-1-1 Timeline

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# History of National 9-1-1 Education Month

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In 2008, the United States Congress recognized April as National 9-1-1 Education Month, supporting the initiative of the National 9-1-1 Education Coalition, an alliance of 8 national organizations dedicated to advancing public safety communications who have joined together to advance 9-1-1 education. These organizations included the NG9-1-1 Institute (formerly the E9-1-1 Institute), the National Emergency Number Association (NENA), 9-1-1 for Kids, the National Association for State 9-1-1 Administrators (NASNA), the Association of Public Safety Officials (APCO), CTIA – The Wireless Association, the Industry Council for Emergency Response Technologies (iCERT, formerly the 9-1-1 Industry Alliance) and the National Academies of Emergency Dispatch (NAED).

Each year, the National Coalition for 9-1-1 Education calls upon public safety officials, schools, government officials and industry leaders to engage in a national effort to educate children, seniors and the general public about the importance and appropriate use of 9-1-1. During the month of April, these organizations conduct special outreach to build on existing state and local 9-1-1 education efforts in an attempt to raise the issue of 9-1-1 education to a national level.

# National 9-1-1 Education Coalition

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## **VISION: National 9-1-1 Education Coalition**

The VISION of the National 9-1-1 Education Coalition is to save lives and improve emergency response by creating a national 9-1-1 education and awareness effort to ensure the appropriate and responsible use of 9-1-1 resources and embraces contemporary communications opportunities.

## **MISSION: National 9-1-1 Education Coalition**

The MISSION of the Coalition for 9-1-1 Education is to leverage the resources of public safety, educational, and industry stakeholders to create a national, coordinated campaign with a common message of public awareness on the appropriate and responsible use of 9-1-1 resources. The Coalition will encourage a nation-wide effort to celebrate "National 9-1-1 Education Month" and "National Public Safety Telecommunications Week" as key events to promote education and awareness as well as provide support for ongoing access to the "best of the best" 9-1-1 education content and promotion ideas and foster the migration to contemporary communications devices that are increasingly mobile and multi-media driven.

# Congressional Resolution

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Congress first endorsed April as National 9-1-1 Education Month in March 2010. The Congressional NextGen 9-1-1 Caucus Co-Chairs Reps. Anna Eshoo (D-CA) and John Shimkus (R-IL) and 56 House co-sponsors sponsored H-Res. 537 to establish April as National 9-1-1 Education Month and enable Congress to support a national effort by the National 9-1-1 Education Coalition dedicated to advancing public safety. In April of 2010 the United States Senate passed S. Res. 468 recognizing April as “National 9-1-1 Education Month.” The Measure was co-sponsored by the NextGen 9-1-1 Caucus Co-Chairs Amy Klobuchar (D-MN) and Senator Richard Burr (R-NC) in support of the Coalition’s efforts and urging the public to observe the month with appropriate ceremonies, training activities and education efforts.

<p>110TH CONGRESS 1ST SESSION</p> <p><b>H. RES. 537</b></p> <p>Expressing support for the designation and goals of “National 9-1-1 Education Month”, and for other purposes.</p> <hr/> <p>IN THE HOUSE OF REPRESENTATIVES</p> <p>Ms. ESHOO (for herself, Mr. SHIMKUS, and [see ATTACHED LIST of cosponsors]) submitted the following resolution; which was referred to the Committee on _____</p> <hr/> <p><b>RESOLUTION</b></p> <p>Expressing support for the designation and goals of “National 9-1-1 Education Month”, and for other purposes.</p> <p>Whereas 9-1-1 is nationally recognized as the number to call in an emergency to receive immediate help from police, fire, emergency medical services, or other appropriate emergency response entities;</p>
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<p>110TH CONGRESS 2D SESSION</p> <p><b>S. RES. 468</b></p> <p>Designating April 2008 as “National 9-1-1 Education Month”.</p> <hr/> <p>IN THE SENATE OF THE UNITED STATES</p> <p>MARCH 3, 2008</p> <p>Mrs. CLINTON (for herself and Mr. STEVENS) submitted the following resolution; which was referred to the Committee on the Judiciary</p> <p>APRIL 3, 2008</p> <p>Reported by Mr. LEAHY, without amendment</p>
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# 2014 Proclamation

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## PROCLAMATION

### National 9-1-1 Education Month April 2014

**WHEREAS**, 9-1-1 is nationally recognized as the number to call in an emergency to receive immediate help from police, fire, emergency medical services, or other appropriate emergency response entities; and

**WHEREAS**, 9-1-1 was designated by Congress as the national emergency call number under the Wireless Communications and Public Safety Act of 1999 (Public Law 106-81); and

**WHEREAS**, the ENHANCE 911 Act of 2004 (Public Law 108-494) established enhanced 9-1-1 as a high national priority as part of our Nation's homeland security and public safety; and

**WHEREAS**, people of all ages use 9-1-1, and it is critical to educate the public of all ages on the proper use of 9-1-1; and

**WHEREAS**, a growing segment of the population, including the deaf, hard of hearing, deaf-blind, and individuals with speech disabilities increasingly communicate with nontraditional text, video and instant messaging communications services and anticipate that these services will be able to connect directly to 9-1-1; and

**WHEREAS**, thousands of 9-1-1 calls are made every year by children properly trained on the use of 9-1-1, resulting in lives saved which underscores the critical importance of training children early in life about 9-1-1; and

**WHEREAS**, there is widespread misuse of the 9-1-1 system, including prank and non-emergency calls, which can result in costly and inefficient use of 9-1-1 and emergency response resources.

**NOW, therefore, I, [First/Last Name]**, Mayor of [City/County], do hereby proclaim April 2014 as National 9-1-1 Education Month. I call upon all government officials, parents, teachers, school administrators, caregivers, businesses leaders, non-profit organizations, and the people of the United States to observe this month with training, events, and activities to educate the public on 9-1-1 and its services.

Dated this \_\_\_\_ day of April, 2014

\_\_\_\_\_  
[First/Last Name], Mayor

Attest:

\_\_\_\_\_  
[First/Last Name], Clerk  
(Attachment 3)

# National Public Safety Telecommunicators Week (April 13-19, 2014)

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Celebrate National Public Safety Telecommunicators Week (NPSTW) the **second full week of April - April 13-19, 2014**. NPSTW is celebrated annually and honors the thousands of men and women who respond to emergency calls, dispatch emergency professionals and equipment, and render life saving assistance to the citizens of the United States.

It was first conceived by Patricia Anderson of the Contra Costa County (Calif.) Sheriff's Office in 1981 and was observed only at that agency for three years. Members of the Virginia and North Carolina chapters of the Association of Public-Safety Communications Officials (APCO) became involved in the mid-1980s. By the early 1990s, the national APCO organization convinced Congress of the need for a formal proclamation. Rep. Edward J. Markey (D-Mass.) introduced what became H.J. Res. 284 to create "National Public Safety Telecommunicator Week." According to Congressional procedure, it was introduced twice more in 1993 and 1994, and then became permanent, without the need for yearly introduction.

The official name of the week when originally introduced in Congress in 1991 was "National Public Safety Telecommunicators Week." In the intervening years, it has become known by several other names, including "National Public-Safety Telecommunications Week" and "International Public Safety Telecommunicator's Week." The Congressional resolution also stated there were more than "500,000 telecommunications specialists," although other estimates put the number of dispatchers at just over 200,000. The Congressional figure may include support personnel and perhaps even those in the commercial sector of public safety communications.

Of course, you don't need NPSTW to honor your public safety dispatchers for excellence! You can write them a commendation, mention their "good job" at a shift briefing, or just give them a pat on the back.

## HISTORY NPSTW ~ 1991

### NATIONAL PUBLIC SAFETY TELECOMMUNICATORS WEEK (House of Representatives - October 09, 1991)

The Clerk read the joint resolution, as follows:

#### H.J. Res. 284

Whereas over one-half million dedicated men and women are engaged in the operation of emergency response systems for Federal, State, and local governmental entities throughout the United States;

Whereas these individuals are responsible for responding to the telephone calls of the general public for police, fire, and emergency medical assistance and for dispatching said assistance to help save the lives and property of our citizens;

Whereas such calls include not only police, fire, and emergency medical service calls but those governmental communications related to forestry and conservation operations, highway safety and maintenance activities, and all of the other operations which the modern governmental agency must conduct; and

Whereas America's public safety telecommunicators daily serve the public in countless ways without due recognition by the beneficiaries of their services: Now, therefore, be it

*Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the second week in April is hereby designated as 'National Public Safety Telecommunicators Week' . The President is authorized and requested to issue a proclamation calling upon the people of the United States to observe that week with appropriate ceremonies and activities.*

#### AMENDMENT IN THE NATURE OF A SUBSTITUTE OFFERED BY MR. SAWYER

Mr. SAWYER. Mr. Speaker, I offer an amendment in the nature of a substitute.

The Clerk read as follows:

Amendment in the nature of a substitute offered by Mr. **Sawyer**: Strike all after the resolving clause and insert the following:

That the week beginning April 12, 1992, is designated as 'National Public Safety Telecommunicators Week' , and the President is authorized and requested to issue a proclamation calling on the people of the United States to observe the week with appropriate ceremonies and activities.

The SPEAKER pro tempore. The question is on the amendment in the nature of a substitute offered by the gentleman from Ohio [Mr. **Sawyer**].

The amendment in the nature of a substitute was agreed to.

The joint resolution was ordered to be engrossed and read a third time, was read the third time, and passed.

**TITLE AMENDMENT OFFERED BY MR. SAWYER**

Mr. SAWYER. Mr. Speaker, I offer an amendment to the title.

The Clerk read as follows:

Title amendment offered by Mr. **Sawyer**: Amend the title so as to read: `To designate the week beginning April 12, 1992, as `National Public Safety Telecommunicators Week`'.

The title amendment was agreed to.

A motion to reconsider was laid on the table.

# Ideas to Celebrate & Observe National 9-1-1 Education Month

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## Host a 9-1-1 Education Kick-Off with a local school

- Hold an assembly to instruct children on how to use 9-1-1 and the appropriate use of 9-1-1
- Invite children to interact with Public Safety Officials
- Invite a local school to a PSAP visit
- Hold games and activities

## Host a News Conference

- Highlight 9-1-1 Education
- Recognize local 9-1-1 Heroes
- Highlight National Public Safety Telecommunications Week the second week of April

## Host a PSAP Open House

- Provide the community a closer look at the Public Safety System and the people on the receiving end of the 9-1-1 call

## Recognize Public Safety Dispatchers

- Host a joint celebration of 9-1-1 Education Month and National Public Safety Telecommunications Week the second week of April

## Inform the Public

- Place an information booth in a high traffic location such as a Government Building, Town Hall or at a local event - could be a manned or unmanned booth
- Provide collateral and information
- Use County and Public Access channels to notify the public of the booth and available information



# News Conference Planning Guidelines

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## PRELIMINARY ACTIONS

- Determine location, time and date
- Notify local media of conference location and time
- Identify and Confirm Space
- Identify and Confirm Speakers
- Produce Media Kit or other necessary information
- Arrange for Video and/or audio taping
- Make follow up calls to media
- Arrange reception area for Media
- Brief your staff on the subject, spokesperson and the schedule

## STATEMENTS AND NEWS RELEASES

- Obtain written statements from the spokesperson
- Make copies of the news release available to Media
- Develop anticipated questions and answers for the spokesperson
- Assemble Press Kits that include background information

## NEWS CONFERENCE

- Prepare media kits for handout
- Record the names and contact information for media member attendance
- Monitor the time and pace of the conference closely
- Prepare Conference Notes

## CONFERENCE FOLLOW-UP

- Send thank you to VIP's
- Send pictures of the news conference to local media
- Monitor media for news conference coverage

# Sample News Release

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[Agency/Organization Logo/Letterhead]

FOR IMMEDIATE RELEASE  
[Date]

CONTACT: [Name]  
[Phone number]  
[Email Address]

## **[Agency/Organization] Promoting 9-1-1 Awareness and Education in April**

[City, State] – April is National 9-1-1 Education Month, and the National 9-1-1 Education Coalition (the Coalition) is encouraging public safety officials, schools, government officials, and industry leaders to engage in this national effort to educate the general public about the importance and appropriate use of 9-1-1 services. To support this endeavor, the Coalition has launched the 9-1-1: The Number to Know awareness campaign to allow these entities to speak together with one voice while supporting specific 9-1-1 messages being promoted in the local community.

This month-long campaign is designed to help citizens of all ages recognize the importance of 9-1-1 and their role when calling 9-1-1. Locally, [Agency/Organization] urges you to [include information about your local message or issue].

[Include two or three sentences and/or bullet points about agency/organization activities or initiatives to be taking place during National 9-1-1 Education Month and/or National Public Safety Telecommunications Week].

Many groups, including the United States Congress and members of the Coalition, also recognize April as National 9-1-1 Education month and encourage the media, the 9-1-1 community, the wireless industry, and public information providers to engage in 9-1-1 awareness and education activities this month. The Coalition has created a variety of resources for 9-1-1 professionals, public educators, and citizens on its 9-1-1: The Number to Know website, [www.know911.org](http://www.know911.org).

The National 9-1-1 Education Coalition is a volunteer group of public safety, education and industry stakeholders, formed to support the nationwide coordinated promotion of National 9-1-1 Education Month and National Public Safety Telecommunications Week. Members of the Coalition are represented by the following organizations: NG9-1-1 Institute, 9-1-1 for Kids<sup>®</sup>, Association of Public Safety Communications Officials (APCO), CTIA—The Wireless Association<sup>®</sup>, the Industry Council for Emergency Response Technologies (iCERT), National Academies of Emergency Dispatch (NAED), National Association of State 9-1-1 Administrators (NASNA), and National Emergency Number Association (NENA). For more information about the Coalition, visit [www.know911.org](http://www.know911.org)

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# Sample Media Advisory

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[Agency/Organization Logo/Letterhead]

## MEDIA ADVISORY FOR

[Date of Event]

CONTACT: [Name]  
[Phone number]  
[Email Address]

[Name of Town/City/County]

[Name of Participants] Rev Up for Celebration of  
April as National 9-1-1 Education Month

[Name of Participants of Town/City/County] will join millions of their peers across the country during the month of April to celebrate April as National 9-1-1 Education Month on [Date of Event] at [Location of Event].

[Local Public Safety Entity] has joined the national efforts of the 9-1-1: The Number to Know awareness campaign launched by the National 9-1-1 Education Coalition to help citizens of all ages recognize the importance of 9-1-1 and their role when calling 9-1-1. [Local Public Safety Entity] will host [Event Title] to join the national efforts to educate the public.

WHO:

WHAT:

WHEN:

WHERE:

WHY:

[Insert Information on Local Public Safety Entity Here. For more information, visit {website}]

The National 9-1-1 Education Coalition is a volunteer group of public safety, education and industry stakeholders, formed to support the nationwide coordinated promotion of National 9-1-1 Education Month and National Public Safety Telecommunications Week. Members of the Coalition are represented by the following organizations: NG9-1-1 Institute, 9-1-1 for Kids<sup>®</sup>, Association of Public Safety Communications Officials (APCO), CTIA—The Wireless Association<sup>®</sup>, the Industry Council for Emergency Response Technologies (iCERT), National Academies of Emergency Dispatch (NAED), National Association of State 9-1-1 Administrators (NASNA), and National Emergency Number Association (NENA). For more information about the Coalition, visit [www.know911.org](http://www.know911.org).

# Sample talking Points for News Interviews

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## Developing Talking Points:

### *Creating A Road Map for Your Media Interview*

Once a media interview is secured, the key campaign messages (the most important information you want the viewer to recall after the interview) should be reviewed, and talking points developed to help your 911 representative incorporate that important information into the interview.

A variety of sample key messages can be found at [know911.org/message-guidelines](http://know911.org/message-guidelines). For example, sample key messages for a “Know Your Location” campaign theme might include:

### **9-1-1 NEEDS TO KNOW WHERE TO GO**

- When calling 9-1-1, one of the first things you’ll be asked to provide is the location of the emergency you’re reporting.
- The call taker may not automatically know your location or may ask you to confirm it.
- Make sure you provide as much detail on your location as possible, such as landmarks, cross streets and mileposts.

Talking points should make these three main points more “real” by including information specific to your community, anecdotes, success stories, and conversational phrases the interviewee can include.

For example:

“When you call 9-1-1, look around for landmarks or cross streets that will help you communicate to the 911 operator when they ask your location. Instead of saying that you are on Main Street, you should include all location information you know, such as ‘I am on Main Street near 3<sup>rd</sup> Avenue across from the library

near the parking structure.’”

The reporter or editor will either be open to suggestions about a location and interview opportunities, or will already have suggestions about how they would like to build the segment. Incorporating people who have successfully used 911 to help save a life (their own or others) is an additional way to communicate a good outcome and bring the campaign messages “to life,” helping you and the reporter create an interesting story for the viewer.

Talking points should:

- Be brief. Most broadcast media interviews happen very quickly
- Be conversational. Talking points should not be read verbatim, but should be personalized by the 9-1-1 representative participating in the interview
- Be limited in quantity and prioritized. Again, broadcast interviews happen very quickly, so an interviewee shouldn’t expect to have the opportunity to communicate more than three to five messages in an interview.
- Incorporate the opportunity to “bridge” back to the key message. Reporters often take the interview away from the desired key messages. This is most often done without intent or malice, but good talking points and some pre-interview practice should help the interviewee take control of the segment and communicate those key messages, no matter that question the reporter asks.
  - For example – A reporter asks about the specific technology involved in your 9-1-1 system. Pre-interview talking points can include a few suggestions such as:
    - “That’s a great question. We have very modern technology which allows us to help the people who call, however, even the best technology available to us right now can’t tell us exactly where a caller is, which is why we rely on the caller to be sure they provide exact information about their location so the police, fire or EMS team can find and help them.”

# Logo Files for Printed Material

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The National 9-1-1 Education Coalition and the Know911 Campaign encourage organizations to use the campaign logo and tagline as an anchor to your own materials, not as the main focal point. Suggested placement is at the bottom of your piece, next to your own organizations' logo(s). The campaign logo can be used in printed pieces and ads, in PowerPoint slide presentations, in television ads, on videos, websites, and on t-shirts or other promotional items. You are limited only by your imagination.

The Campaign logo and tagline are the intellectual property of the National 9-1-1 Education Coalition; however, it is made available for use by 9-1-1 organizations, PSAPs, educators and anyone who promotes 9-1-1. We only ask that you do not alter the logo and follow the logo usage guidelines (see the Campaign Guide in the Resources section of this website). Use by commercial organizations requires prior written approval from the National 9-1-1 Education Coalition (call 202-292-4603 for partnership information).

The campaign logo and tagline are yours to use; however, we would love to see what you do with it. In the future we may share best practice examples of ways materials have been used to support local outreach efforts, but you don't need to have anything approved.

Please visit [www.know911.org](http://www.know911.org) for more information regarding the logo. More information can be found in the Frequently Asked Questions section of the website as well as the Campaign Guide in the Downloadable Resources section of the website.

# Collateral - Materials

## Resources - Fact Sheets

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**The National 9-1-1 Education Coalition:** [www.know911.org](http://www.know911.org)

The 9-1-1 Number to Know Campaign has free downloadable resources including graphics files, templates, educational materials, signage, web banners and more.

**The Association of Public-Safety Communications Officials (APCO) International:**  
[www.apcointl.org](http://www.apcointl.org)

APCO Internationals' [website](#) contains information for the public regarding location, wireless phone calls to 9-1-1, and information that is needed by the 9-1-1 center. Other resources include Project Locate and standards for handling of calls involving missing and exploited children. These and other APCO American National Standards can be accessed under the heading 9-1-1 resources on our website.

Additionally, APCO International thanks all telecommunications personnel in the public safety community for their continued efforts to preserve the public's safety. Although APCO International does all it can to honor call takers, dispatchers and other public safety answering points professionals throughout the year, National Public Safety Telecommunications Week (April 8-14, 2012) has been set aside so everyone can be made more aware of their hard work and dedication, which provide a vital link to the public safety services on which we have come to rely every day.

We encourage all public-safety telecommunications professionals to celebrate and honor themselves, their co-workers, bosses, and employees during this special week by hosting a party, reaching out to local media and public officials, or launching an awards program – anything they can to recognize the lifesaving work they perform every day on behalf of the public. Please visit APCO's [PSConnect blog](#) for many ideas how to make this a memorable endeavor.

**CTIA –The Wireless Association®:** [www.ctia.org](http://www.ctia.org)

The CTIA website contains much information about wireless facts and safety. Go to [www.ctia.org](http://www.ctia.org). Click on Consumer Information, Your Wireless Service, Wireless Safety and Multimedia Library for information on your wireless service.

**The Industry Council for Emergency Response Technologies (iCERT):**  
[www.theindustrycouncil.org](http://www.theindustrycouncil.org).

**NG9-1-1 Institute:** [www.ng911institute.org](http://www.ng911institute.org)

Visit the NG9-1-1 Institute website for information and resources to celebrate April as National 9-1-1 Education Month, links to other valuable sites for information and resources and year round coverage of NG9-1-1 & E9-1-1 Education issues.

**National Association of State 911 Administrators:** [www.nasna911.org](http://www.nasna911.org).

**National Academies of Emergency Dispatch (NAED):**  
[www.emergencydispatch.org](http://www.emergencydispatch.org)

**National Emergency Number Association (NENA):** [www.nena.org](http://www.nena.org)

The NENA website contains much information regarding basic 9-1-1 such as: What is 9-1-1; What is Enhanced 9-1-1; Who Pays for 9-1-1, When Should You Use 9-1-1, 9-1-1 Use and Guidelines and much more. Visit [www.nena.org](http://www.nena.org) and go to the Public/Media tab.

**9-1-1 for Kids:** [www.911forkids.com](http://www.911forkids.com)

Available for purchase includes materials for children ages pre-K to teenagers as well as materials for adults and seniors. Visit [www.911forkids.org](http://www.911forkids.org) to purchase materials.

**National Center for Missing & Exploited Children:** [www.missingkids.com](http://www.missingkids.com)



# 9-1-1 Facts

([www.nena.org](http://www.nena.org))

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As of December 2012 the United States has 6,088 primary and secondary PSAPs and 3,135 Counties which include parishes, independent cities, boroughs and Census areas. Based on NENA's preliminary assessment of the most recent FCC quarterly filings:

- 98.3% of PSAPs have some Phase I
- 97.1% of PSAPs have some Phase II
  
- 95.5% of Counties have some Phase I
- 93.5% of Counties have some Phase II
  
- 96.2% of Population have some Phase I
- 95.7% of Population have some Phase II

The term `some' means that some or all wireless carriers have implemented either Phase I or Phase II service in the County or the PSAPs. In order for any carrier to provide service, the County or PSAP must be capable of receiving the service. In most cases, all carriers are implemented in a County or PSAP, but one or more may be in the process of completing the implementation.

**9-1-1 Call Volume:** An estimated 240 million calls are made to 9-1-1 in the U.S. each year. According to the FCC, one-third are wireless calls; in many communities, it's one-half or more of all 9-1-1 calls.

**Basic 9-1-1:** Basic 9-1-1 means that when the three-digit number is dialed, a call taker/dispatcher in the local public safety answering point (PSAP), or 9-1-1 call center, answers the call. The emergency and its location are communicated by voice (or TTY) between the caller and the call taker.

**Enhanced 9-1-1:** In areas serviced by enhanced 9-1-1, the call is selectively routed to the proper PSAP for the caller's location, and the PSAP has equipment and database information that display the caller's phone number and address to the call taker. 93% of counties with 9-1-1 coverage have enhanced 9-1-1 for callers. The term "enhanced 9-1-1" is not synonymous with wireless 9-1-1.

**Wireless Phase I:** When Phase I has been implemented, the call taker automatically receives the wireless phone number. This is important in the event the wireless phone

call is dropped, and may allow PSAP employees to work with the wireless company to identify the wireless subscriber. Phase I also delivers the location of the cell tower handling the call. The call is routed to a PSAP based on cell site/sector information.

**Wireless Phase II:** Phase II allows call takers to receive both the caller's wireless phone number and their location information. The call is routed to a PSAP either based on cell site/sector information or on caller location information.

**9-1-1 Calls through VoIP:** Business and residential use of Voice over Internet Protocol (VoIP) telecommunications services is growing at a rapid pace. Methods to bring 9-1-1 calls into E9-1-1 systems have recently become available, and NENA is leading work to develop full E9-1-1 capability for VoIP-based services.

**Next Generation Trends:** Estimates are that nearly 29.7% of all U.S. households currently rely on wireless as their primary service as of June 2011 (having given up wireline service or chosen not to use it). (CTIA - Wireless Quick Facts - Dec 2010)

# CTIA Wireless Quick Facts

([www.ctia.org](http://www.ctia.org))

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## Wireless Quick Facts Mid-Year Figures

<b>Topic</b>	<b>Jun-12</b>	<b>June-07</b>	<b>June-02</b>	<b>June-97</b>
Wireless Subscriber Connections	321.7M	243.4M	134.6M	48.7M
Wireless Penetration equals # of active units divided by the total U.S. and territorial population (Puerto Rico, Guam and the USVI)	101.0%	81.3%	47.4%	18.3%
Wireless-Only Households <sup>1</sup> % of U.S. Households	34%	10.5%	N/A	N/A
Direct Carrier Jobs	229,921	257,401	186,856	97,039
Wireless Carrier Payroll <sup>2</sup> Direct Carrier Wages	\$11.3B	\$13.8B	\$10.5B	N/A
Annualized Total Wireless Revenues	\$178.4B	\$132.9B	\$71.1B	\$25.6B
Annualized Wireless Data Revenues	\$68.3B	\$19.3B	\$727	N/A
Annualized Incremental Capital Investment	\$25.4B	\$23.6B	\$18.7B	\$10.7B
Annualized Minutes of Use	2.32T	1.96T	552.00B	56.71B
Monthly Text Messages	184.3B	28.9B	930.7M	1.2M
Annualized Yearly Text Messages	2.27T	240.8B	N/A	N/A
Cell Sites	285,561	210,360	131,350	38,650
E-911 Calls <sup>3</sup> Per Day	>396K	260K	139K	55K

K=Thousand

M=Million

B=Billion

T=Trillion

<sup>1</sup>Stephen J. Blumberg, Julian V. Luke, Wireless Substitution: Early release of estimates from the National Health Interview Survey, July-December 2011, National Center for Health Statistics, 2012, available at <http://www.cdc.gov/nchs/data/nhsr061.pdf> (Last visited October 24, 2012)

<sup>2</sup>BLS Series data, annualized as of 2011.

<sup>3</sup>CTIA Wireless 9-1-1 and Distress Calls.

## U.S. WIRELESS INDUSTRY: ECONOMIC IMPACT ([www.ctia.org](http://www.ctia.org))

1. The wireless industry directly/indirectly employs more than 3.8 million Americans, which accounts for 2.6% of all U.S. employment. In addition, wireless employees are paid 65% higher than the national average for other workers.<sup>1</sup>
2. The "app" economy employs 519,000 developers and related jobs<sup>2</sup> and grew from almost zero to nearly \$10 billion in four years.<sup>3</sup>
3. The top 10 app economy states, ranked by economic impact (per million each year), are: CA (\$8,241); WA (\$2,671); NY (\$2,313); TX (\$1,183); MA (\$1,143); NJ (\$1,087); GA (\$1,062); IL (\$847); VA (\$788); PA (\$632).<sup>4</sup>
4. The U.S. wireless industry is valued at \$195.5 billion, which is larger than publishing, agriculture, hotels and lodging, air transportation, motion picture and recording and motor vehicle manufacturing industry segments. It rivals the computer system design service and oil and gas extraction industries.<sup>5</sup>
5. The economic impact of bringing 500 MHz of spectrum (per the FCC's National Broadband Plan) to market by 2020 is \$166 billion increase in U.S. GDP; at least 350,000 new U.S. jobs; additional \$23.4 billion in government revenues; and \$13.1 billion increase in wireless applications and content sales.<sup>6</sup>
6. The U.S. wireless industry accounted for \$33 billion in productivity improvements for U.S. businesses in nine categories. Over the next 10 years, these efficiency gains will be worth more than \$1.4 trillion.<sup>7</sup>
7. Total private sector jobs fell by 5.3 million between April 2007 and June 2011, but the U.S. wireless industry added almost 1.6 million new jobs in the same time period.<sup>8</sup>
8. Continued 4G wireless network investments could mean investments of \$25 billion to \$53 billion, bring \$73 billion to \$151 billion in GDP growth and provide 371,000 to 771,000 jobs by 2016.<sup>9</sup>
9. For every \$1 invested in wireless broadband, it will create an additional \$7-10 for U.S. GDP.<sup>10</sup>
10. Mobile Internet advertising was \$1.2 billion from Jan-June 2012, which was almost double the \$7.7 billion for the same period in 2011.<sup>11</sup>

11. The global market for wireless accessories was \$34 billion in 2011 and is expected to grow to \$50.2 billion by 2015.<sup>12</sup>

12. Businesses spent more than \$1.9 billion in 2010 on non-handsets (e.g. tablets, notebooks, e-readers); by 2014, it will be more than \$5 billion on non-handsets.<sup>13</sup>

13. Mobile music revenues were \$3.1 billion in 2010 and are projected to reach \$5.5 billion by 2015.<sup>14</sup>

14. U.S. providers reported making capital investments of more than \$25 billion from July 2011-June 2012.<sup>15</sup> Wireless providers in 15 European countries (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the UK) spent \$18.6 billion combined.<sup>16</sup>

## WIRELESS ECOSYSTEM: INNOVATION

15. 50 percent of American adults own a smartphone as of February 2012, up from 36 percent in February 2011.<sup>17</sup>

16. In 2008, Apple's iTunes and the Android Market applications stores opened. By December 2009, there were 100,000 apps available. As of September 2012, there were more than 2.7 million apps on more than 11 different operating systems offered by more than 28 independent non-carrier stores.<sup>18</sup>

17. The average smartphone has 41 apps<sup>19</sup>

## WIRELESS DEMOGRAPHICS AND USAGE

18. The top four states for adults and children living in wireless-only households are: Idaho (44.6%); Arkansas (44.4%); Mississippi (42.3%); North Dakota (41.6%).<sup>20</sup>

19. As of December 2011, 34 percent of American households were wireless-only.<sup>21</sup>

20. Prepaid/Pay-As-You-Go services' share of overall wireless market (penetration) is 23.3%, equal to more than 74.9 million wireless prepaid/pay-as-you-go subscribers as of June 2012.<sup>22</sup>

21. Americans used more than 1.1 trillion megabytes (MB) of data from July 2011-June 2012, which was an increase of 104 percent over the previous 12 months' usage (568 billion MB).<sup>23</sup>

**22.** As of June 2012, U.S. wireless consumers sent and received an average of 6.1 billion text messages per day, or 72,085 text messages every second.<sup>24</sup>

**23.** Cisco's Visual Networking Index projects that wireless data traffic volumes in North America in 2016 will be more than 100 times the volume in 2009.<sup>25</sup>

**24.** Wireless accounted for 85 percent of all new high-speed connections between midyear 2010 and midyear 2011 offering download speeds of at least 768 kbps, and 65 percent of those offering download speeds of at least 3 mbps, regardless of technology.<sup>26</sup>

**25.** Mobile devices are one of the greatest public safety tools with more than 400,000 wireless E-911 calls made every day, or more than 278 wireless 911 calls made every minute.<sup>27</sup>

## WIRELESS COMPETITION

**26.** As of year-end 2011, the Herfindahl-Hirschman Index (HHI) for the United States was the lowest among 28 Organisation for Economic Co-operation and Development (OECD) countries.<sup>28</sup>

**27.** Average revenue in the U.S. per minute is nearly 70% lower than the averages of 27 other OECD countries.<sup>29</sup>

**28.** At year-end 2011, the average U.S. wireless consumer used 945 minutes a month for an average revenue per minute of \$0.03. Meanwhile, the average wireless consumer in Europe's developed countries used 170 minutes a month for an average revenue per minute of \$0.11.<sup>30</sup>

**29.** Despite having less than 5 percent of the world's population and less than 6 percent of the world's total wireless subscribers, the U.S. has more than half of global LTE subscribers.<sup>31</sup>

**30.** 3G Technology has been deployed to more than 98% percent of the U.S. population.<sup>32</sup>

## THE "INTERNET OF THINGS"

- 31. By 2020, it is projected that there will be more than 16 billion M2M devices worldwide, compared to 62 million in 2010.<sup>33</sup>
- 32. By 2015, more than 40% percent of M2M connections in the U.S. will run 3G or faster networks.<sup>34</sup>

## mHEALTH

- 33. WHO reports 8 in 10 countries are using mHealth, e.g., for help lines, emergency toll-free numbers and telemedicine.<sup>35</sup>
- 34. By 2016, there will be more than 100 million wearable wireless sensors, including those designed to promote fitness and wellbeing.<sup>36</sup>
- 35. By using mHealth technology, \$21.1 billion per year could be saved.<sup>37</sup>

## TRANSPORTATION

- 36. Fleet Management could reduce carbon emissions by 36.1 million MT CO<sub>2</sub>, equivalent to annual greenhouse gas emissions from about 6 million passenger vehicles or the energy use of 3 million U.S. homes.<sup>38</sup> Smart traffic applications alone could reduce fuel consumption on urban roadways by up to 20 percent.<sup>39</sup>
- 37. Wireless technology can help reduce the nearly 40 percent of U.S. greenhouse gas emissions coming from transport, from offering real-time information about road conditions so drivers can avoid traffic jams or unnecessary stops to gathering information over time that can be analyzed to improve driving efficiency.<sup>40</sup>

## AGRICULTURE

- 38. Wireless soil moisture monitors could save up to 6 trillion gallons of water per year by providing precise information needed to properly irrigate crops.<sup>41</sup>
- 39. Wireless applications can help optimize cattle grazing pastures by monitoring foraging resources, which can reduce methane gas production by as much as 20 percent. When multiplied across the 408 million acres of pastureland and 93 million cows in the United States, significant greenhouse gas emissions reductions can be achieved.<sup>42</sup>

## UTILITIES

40. By using smart grids, it can save 360 million MT of CO<sub>2</sub>, which is the equivalent of greenhouse gas emissions from about 70 million passenger vehicles or the energy use of 30 million U.S. homes, and \$15 billion to \$35 billion by 2020.<sup>43</sup>

41. The United States' water distribution system loses an estimated 6 billion to 7 billion gallons of water daily through leakage.<sup>44</sup> To cut this leakage by only 5 percent would save an estimated 270 million gallons of water a day and avoid approximately 225,000 MT of embedded CO<sub>2</sub> emissions.<sup>45</sup>

## ENVIRONMENT

42. For every 5,000 cellphones recycled, 11,000 kilowatt hours of energy are saved.<sup>46</sup>

43. According to the U.S. Environmental Protection Agency (EPA), 35 thousand pounds of copper, 772 pounds of silver, 75 pounds of gold, and 33 pounds of palladium can be recovered by recycling one million cell phones.<sup>47</sup>

## TAXES & FEES

44. The U.S. wireless industry, its direct/indirect employees, and users paid \$88.6 billion in federal, state and local taxes and fees.<sup>48</sup>

45. The average taxes and fees imposed on wireless consumers is 17.18 percent, which increased 5.5 percent in two years. That is more than twice the average general business tax of 7.334%.<sup>49</sup>

46. 46 states and the District of Columbia impose state and local taxes and fees higher than those on other taxable goods and services.<sup>50</sup>

47. Seven states have federal, state and local taxes and fees that are in excess of 20%. They are: Nebraska (24.49%); Washington (24.44%); New York (23.67%); Florida (22.41%); Illinois (21.76%); Rhode Island (20.50%); and Missouri (20.11%).<sup>51</sup>

48. Wireless consumers support E-911 services through a surcharge on their wireless bill. Unfortunately, 7 states raid their E-911 funds to pay for budget shortfalls or to contribute to the state's general fund. They are Arizona, Illinois, Oregon, Rhode Island, South Dakota, Virginia and West Virginia.<sup>52</sup>



## UNIVERSAL SERVICE FUND (USF)

49. Consumers contribute \$8.7 billion to the Universal Service Fund (USF) each year<sup>53</sup> with wireless consumers contributing 44%.<sup>54</sup>

50. In 2012, the average federal USF rate is 5.82 percent<sup>55</sup>, which means the average U.S. wireless customer paid \$3.10 2.75/month in USF fees.<sup>56</sup>

*Last Updated: November 2012*

*Facts provided by [www.ctia.org](http://www.ctia.org)*

# National 9-1-1 Education Coalition Partners

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## *APCO International*

The Association of Public-Safety Communications Officials (APCO) International is the world's oldest and largest professional organization dedicated to the enhancement of public safety communications. APCO International serves the professional needs of its 15,000 members worldwide by creating a platform for setting professional standards, addressing professional issues and providing education, products and services for people who manage, operate, maintain and supply the communications systems used by police, fire and emergency medical dispatch agencies. Find out more at [www.apcointl.org](http://www.apcointl.org).

## *CTIA –The Wireless Association®*

CTIA-The Wireless Association® is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their supplies, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, DC. For more information, visit: [www.ctia.org](http://www.ctia.org).

## *iCERT*

The Industry Council for Emergency Response Technologies (iCERT) represents the voice of the commercial sector in the emergency communications field. Established by a group of prominent leaders in December 2005 originally as the 9-1-1 Industry Alliance, iCERT - the Industry Council - plays an important role as the voice of companies on public policy issues impacting 9-1-1 and the emergency response system. Industry Council members believe that business leaders' expertise can assist public policymakers and government emergency communications professionals as they address complex choices regarding advanced communications technology alternatives in the years ahead. Through advocacy, research and in coordination with the public sector, the Industry Council plays a vital role in the development and deployment of emergency response technologies. Find out more at [www.theindustrycouncil.org](http://www.theindustrycouncil.org).

## *The NG9-1-1 Institute*

The NG9-1-1 Institute is a non-profit organization, which shares the mission of the Congressional NextGen 9-1-1 Caucus to assist in promoting public education on NG9-1-1 and emergency communications issues. The NG9-1-1 Institute provides informational support to members of the Congressional NextGen 9-1-1 Caucus as they pursue their mission of improving 9-1-1 emergency communications. Find out more at [www.ng911institute.org](http://www.ng911institute.org).

## *NASNA*

The purpose of NASNA (National Association of State 911 Administrators) is to promote information sharing amongst those states with programs dedicated to implementing 9-1-1 emergency telephone systems; assist other states with resolving issues necessary to accomplish statewide implementation and maintenance; encourage the establishment of a coordination person within each state or province; identify and recommend minimum standards for 9-1-1 emergency telephone systems; identify and recommend appropriate legislation or rules concerning the administration of statewide 9-1-1 telephone system programs and serve as a knowledge resource for the membership of the Association. Find out more at [www.nasna911.org](http://www.nasna911.org).

## *NAED*

The National Academies of Emergency Dispatch (NAED) is a non-profit standard-setting organization promoting safe and effective emergency dispatch services world-wide. Comprised of three allied Academies for medical, fire and police dispatching, the NAED supports first-responder related research, unified protocol application, legislation for emergency call center regulation, and strengthening the emergency dispatch community through education, certification, and accreditation. Find out more about NAED at [www.emergencydispatch.org](http://www.emergencydispatch.org).

## *NENA*

The National Emergency Number Association (NENA) serves the public safety community as the only professional organization solely focused on 9-1-1 policy, technology, operations, and education issues. With more than 7,000 members in 48 chapters across the United States and around the globe, NENA promotes the implementation and awareness 9-1-1 and international three-digit emergency communications systems. NENA works with public policy leaders, emergency services and telecommunications industry partners, like-minded public safety associations, and other stakeholder groups to develop and carry out critical programs and initiatives, to facilitate the creation of an IP-based Next Generation 9-1-1 system, and to establish industry leading standards, training, and certifications. Find out more at [www.nena.org](http://www.nena.org).

## *9-1-1 for Kids®*

9-1-1 for Kids® is the official public education organization for law enforcement agencies, fire departments, emergency medical response and 9-1-1 communication centers for the U.S., Canada and the Cayman Islands; all countries where "9-1-1" is the universal emergency response phone number. 9-1-1 for Kids® was established in 1994 and is endorsed by: APCO International (Assn. of Public Safety Communications Officials); NG9-1-1 Institute; NENA (National Emergency Numbers Assn.); and NASNA (National Assn. of Nine-one-one Administrators). Find out more about 911 for Kids at [www.911forkids.com](http://www.911forkids.com).

## *National 911 Program*

The mission of the National 911 Program is to provide Federal leadership and coordination in supporting and promoting optimal 911 services. The program achieves its mission with actions designed to increase coordination and collaboration among all 911 stakeholders, operate a clearinghouse providing a variety of information on 911 technology and operations, and administering a grant program specifically for the benefit of 911 Public Safety Answering Points (PSAPs). Find out more about the National 911 Program at [www.911.gov](http://www.911.gov).