

# **Public Interest Obligations in a Digital World**

## **FCC Future of Media Workshop**

Presentation to

Federal Communications Commission

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# Wireless Industry Support for Public Interest Obligations

- The wireless industry has consistently embraced reasonable and meaningful public interest obligations, whether they be statutory or voluntary.

# Wireless Public Interest Obligations

- E-911
- CALEA
- Wireless Priority Service
- Emergency Alerts (in development)
- Disability Access
- Wireless Amber Alerts

# Text4baby

- Text4baby, an educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), is a free mobile information service designed to promote maternal and child health.
- Provides pregnant women and new moms with information they need to take care of their health and give their babies the best possible start in life.
- Women who sign up for the service by texting BABY (or BEBE for Spanish) to 511411 will receive free SMS text messages each week, timed to their due date or baby's date of birth.
- Partners include HMHB, Voxiva, CTIA - The Wireless Foundation and WPP. The mobile health platform is provided by Voxiva and free messaging services are provided by participating wireless service providers.

# ***On Road, Off Phone* Safe Driving Campaign**

- CTIA recently engaged with the National Safety Council to educate young people about the dangers of distracted driving.
- The *On Road, Off Phone* campaign provides a video and website with information and tips to empower parents to talk to their teenage drivers about the dangers of potential distracted driving resulting from cell phone use while behind the wheel.
- Watch the powerful video at the link below and share it with your friends and family members to remind them of the dangers of distracted driving:
  - <http://info.howcast.com/onroadoffphone>.

# WIRELESS INDUSTRY INITIATIVES TO PROTECT CHILDREN

## BEST PRACTICES

**CTIA Guidelines for Carrier Content Classification and Internet Access**

**CTIA Best Practices and Guidelines for Location-Based Services**

**CTIA Best Practices and Guidelines for Mobile Financial Services**

**Common Short Code Auditing and Monitoring Initiative**

**Mobile Marketing Association Consumer Best Practices Guidelines**

**TRUSTe Children's Privacy Seal**

## EDUCATIONAL OUTREACH

*Get Wise About Wireless*

**Model Family Cell Phone Agreement**

**Wireless Safety Week**

**Crime Prevention Month Kit**

**CTIA "S-A-F-E-T-Y" Tips**

*On Road, Off Phone Campaign*

**Carrier Wireless Safety Websites**

**Public Service Announcements**

## PARTNERSHIPS

**National Center for Missing & Exploited Children**

**National Coalition for the Protection of Children and Families**

**Family Online Safety Institute**

**National Crime Prevention Council**

**National Safety Council**

## CHOICE AND CONTROL TOOLS

**Age verification**

**Content filters**

**Calling and text usage limits**

**Camera function limitations**

**Time of day restrictions**

**Approved numbers restrictions**

**Purchase limitations**

**App ratings**

**Parental notifications**

**Child-friendly browsers**

# Mobile Giving Program with American Red Cross

- Hundreds of thousands of cell phone users have made \$10 donations to the American Red Cross Haiti Relief and Development Fund by sending the word “Haiti” to 90999.
- As of February 11, 2010 donations via text message had raised a record-shattering \$32 million for the ongoing relief efforts in Haiti.
- The mobile giving program was established within hours of the January 12 earthquake in Haiti through the efforts of the U.S. State Department, Mobile Accord/mGive Foundation, CTIA – The Wireless Association, and the American Red Cross.

# Wireless AMBER Alerts™

- A partnership between CTIA, its members, the Department of Justice, NCMEC, and other state and local agencies to coordinate a nationwide wireless AMBER Alert system to bring wireless consumers a tremendous public good.
- Approximately 200-250 AMBER Alerts issued annually.
- 96 State and local AMBER Alert coordinators.
- PROTECT Act – Signed into law April, 2003.



# Wireless Emergency Alerts

- Pursuant to Congress's direction in the WARN Act, the FCC established standards, protocols and technical requirements for the **Commercial Mobile Alert System (CMAS)** for providers that voluntarily elect to transmit emergency alerts to their subscribers.
- Alert Classifications: Presidential; Imminent Threat; and Child Abduction/AMBER Alerts.
- Geographic Targeting: alerts targeted at the county-level.
- The wireless industry, along with other interested stakeholders and government agencies, has been working feverishly in the WARN Act Advisory Committee and in the standards development process to beat the timeline for delivery (*i.e.*, no later than April 2012).

# Wireless Priority Service (WPS)

- Wireless Priority Service is a National Security/Emergency Preparedness program run by the National Communications System for priority wireless network access in the event of an emergency.
- Ensures key personnel are given access to wireless networks during disasters when communications networks become congested.
- Less than one year after the government called for a wireless priority service, the industry developed and deployed an interim priority service. Less than three years after the request by government, three carriers are providing the service nationwide.
- This voluntary mechanism adopted in the WPS context has been effective in facilitating rapid development and deployment of the service.

# Business Continuity/Disaster Recovery

- CTIA has initiated a voluntary Business Continuity/Disaster Recovery Certification Program
- The program includes ten areas for carriers to address including:
  - Project Initiation and Management
  - Risk Evaluation and Control
  - Awareness and Training Programs
  - Coordination with External Agencies