

September 25, 2007

Honorable Joseph Markosek
Chairman, House Transportation Committee
Pennsylvania General Assembly
314 Irvis Office Building
PO Box 202025
Harrisburg, PA 17120-2025

Dear Chairman Markosek:

On behalf of CTIA-The Wireless Association®, I am writing to inform you about the wireless industry's safe driving initiatives. We work to educate our consumers on the importance of responsible wireless phone use while driving. CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers, and wireless Internet providers. Wireless devices allow consumers to stay in touch with family and friends, to work on the go, and to receive news, information, and alerts at anytime. Wireless allows consumers to be truly mobile, but the industry recognizes that safe driving must be a priority when using a wireless device.

Whether it is reaching for the radio dial or eating a snack on the road, drivers face many distractions, and the wireless industry has been at the forefront raising consumer awareness to the issue of distracted driving. CTIA, for example, is working with the Governors Highway Safety Association, along with governors' offices throughout the country, to develop industry-sponsored public service announcements that remind drivers that before reaching for the phone while driving, to ask themselves, "*Is this call necessary?*" As part of this campaign, CTIA is offering states the chance to "co-brand" any of its pre-produced radio spots at no cost. CTIA will tag the ads with the state's safety organization's name and distribute them to the appropriate media outlets around the state.

Additionally, the wireless industry has produced a brochure entitled, "With Wireless, Safety is Your Call." This brochure outlines ten safety steps that consumers should follow when using their wireless device.

- Step 1: Get to know your wireless phone and its features such as speed dial and redial.
- Step 2: Position your wireless phone within easy reach.
- Step 3: Dial sensibly and assess traffic; place calls when you are not moving or before pulling into traffic.
- Step 4: Let the person you are speaking with know you are driving; if necessary suspend the call in heavy traffic or hazardous weather conditions.
- Step 5: Do not take notes or look up phone numbers while driving.
- Step 6: Use a hands-free device for convenience and control.
- Step 7: Do not engage in stressful or emotional conversations that might divert your attention from the road.
- Step 8: Dial 9-1-1 or other local emergency numbers to report serious emergencies – it's free from your wireless phone!
- Step 9: Use your wireless phone to help others in emergencies.
- Step 10: Call roadside assistance or a special non-emergency wireless number when necessary.



Wireless devices offer drivers safety and convenience when they are on the road. In fact, wireless phones are one of the best safety tools consumers can have when they are driving. Wireless users make more than 290,000 calls a day from wireless phones to 911 or other emergency services. Quite simply, these calls save lives, help stranded motorists, and alert law enforcement to reckless and dangerous drivers. While the industry recognizes the importance of wireless devices for public safety, it also encourages wireless users to make safety their top priority when driving.

Thank you for the opportunity to outline some of the programs that the wireless industry has initiated to raise awareness about safe driving. For more information, please do not hesitate to contact me at (202) 785-0081 or access www.ctia.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "K. Dane Snowden", with a long horizontal flourish extending to the right.

K. Dane Snowden
Vice President,
External and State Affairs