

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
Implementation of the Child Safe Viewing Act;) MB Docket No. 09-26
Examination of Parental Control Technologies for)
Video or Audio Programming)
)

COMMENTS OF CTIA–THE WIRELESS ASSOCIATION®

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SUMMARY

CTIA–The Wireless Association® (“CTIA”), on behalf of its members, welcomes the Federal Communications Commission’s Notice of Inquiry (the “Notice”) in this docket, and the opportunity to address the important issues raised by the Child Safe Viewing Act of 2007 (the “Act”). Lawmakers, like their constituents, are justifiably concerned with giving parents the tools they need to protect their children from viewing or accessing inappropriate content. CTIA and its members wholeheartedly embrace this goal and they have made the protection of children using wireless devices a high priority. Parents today recognize the communication, safety, educational and entertainment benefits of wireless technologies, and they also recognize these benefits can be extended to children through carrier “family plans” and other wireless service plans tailored to the needs of children and young adults. To ensure that children are not exposed to inappropriate content, wireless carriers and other wireless industry participants provide the tools parents need to control the content available to their children..

Several years ago, when today’s advanced technologies were still a promise, wireless carriers and other wireless industry participants began to develop effective parental and access control technologies. Over the last several years, CTIA and its members also have developed voluntary but effective content classification guidelines for carrier-provided content and materials available from other sources. Wireless service providers and device manufacturers, along with unaffiliated vendors, also offer to parents a wide range of content access and filtering tools. CTIA has supplemented carriers’ outreach efforts with industry-wide educational initiatives to alert parents to these tools, and forged successful partnerships with groups such as the National Center for Missing & Exploited Children, the National Coalition for the Protection of Children and Families and the Family Online Safety Institute. The wireless industry’s

achievements in this area follow in the footsteps of the industry's voluntary and highly successful efforts to protect consumers, and especially children, through other initiatives such as the Wireless AMBER Alerts™ Program.

The steps taken by CTIA and its members were spurred not by any statute or regulation, but by carriers' genuine desire to satisfy demands expressed by parents in the marketplace. Wireless service providers compete aggressively to offer family service plans that include the most effective content control tools possible. This competition, and the priority given to the protection of children by the wireless industry, will ensure that additional improvements in the quality of advanced blocking technologies will continue as wireless providers deploy new technologies and compete to meet their customers' needs.

Given the rapid advance of new technologies and the wireless industry's commitment to providing parents with the tools they need to protect their children from inappropriate content, CTIA is confident that continued voluntary efforts will achieve the goals of the Act, and that proscriptive regulations will not be necessary.

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CTIA–The Wireless Association® (“CTIA”)¹ submits the following comments in response to the Commission’s Notice of Inquiry (the “Notice”)² regarding the Implementation of the Child Safe Viewing Act of 2007 (the “Act”).³ Long before the Act’s passage, the wireless industry initiated numerous important steps to provide parents with the types of advanced content management tools and technologies contemplated by the Act. Beginning in 2004 and continuing through today, CTIA introduced a series of content classification guidelines, wireless safety programs, and educational initiatives related to these tools, in cooperation with its

¹ CTIA – The Wireless Association® is the international organization of the wireless communications industry for both wireless carriers and manufacturers. Membership in the organization covers Commercial Mobile Radio Service (“CMRS”) providers and manufacturers, including cellular, Advanced Wireless Service, 700 MHz, broadband PCS, and ESMR, as well as providers and manufacturers of wireless data services and products.

² *Implementation of the Child Safe Viewing Act; Examination of Parental Control Technologies for Video or Audio Programming*, Notice of Inquiry, MB Docket No. 09-26, FCC 09-14 (rel. March 2, 2009) (the “Notice”).

³ S. 602, P.L. 110-452, 122 Stat. 5025 (Dec. 2, 2008) (the “Act”). The Act requires the Commission to examine “the existence and availability of advanced blocking technologies that are compatible with various communications devices or platforms.” *Id.*, Section 2(a)(1). Advanced blocking technologies include those “that can improve or enhance the ability of a parent to protect his or her child from any indecent or objectionable video or audio programming, as determined by such parent, that is transmitted through the use of wire, wireless, or radio communications.” *Id.*, Section 2(d).

members and other partner organizations. Taken together, these efforts are intended to make parents aware of the applications and controls that are available from the wireless industry. CTIA's educational programs also teach younger users who enjoy the many benefits of wireless connectivity the responsibilities that come with such use, while also informing parents about the steps they can take to keep their children safe from online predators and others who abuse wireless technology for mischievous or unlawful uses.

Wireless providers and device manufacturers also have included parental controls while responding to consumer and governmental demands for more open wireless platforms and devices.⁴ Through their demonstrated efforts in the area of child safe viewing and their voluntary responses to a host of other public interest and consumer protection issues, wireless providers have shown that they stand ready to respond – in the absence of any regulatory requirements – to important consumer safety needs, including the demand for parental controls.

A sampling of past and current wireless industry efforts include the following:

- CTIA Guidelines for Carrier Content Classification;
- Commitment to investigate filters and other content management tools;
- Individual company offerings of content management tools and technologies;
- The Wireless Foundation's Wireless Online Safety Portal and *Get Wise About Wireless* educational program;
- "Keeping Kids Safe in a Mobile Environment" Conference jointly sponsored by The Wireless Foundation and the Family Online Safety Institute;
- CTIA Wireless Child Safety Taskforce;
- CTIA representation on the National Telecommunications and Information Administration's ("NTIA") Online Safety and Technology Working Group

⁴ See *infra*, Part II (providing examples of wireless carrier service offerings and handsets made available in conjunction with various open access and open handset initiatives).

- Wireless AMBER Alerts™ Program;
- CTIA Common Short Code Auditing and Monitoring Initiative;
- CTIA Location-Based Services Best Practices; and
- CTIA Mobile Financial Services Best Practices.

I. THE WIRELESS INDUSTRY HAS BEEN PROACTIVE IN PROTECTING CHILDREN FROM HARMFUL CONTENT

Wireless providers have developed and deployed in their networks and devices a wide array of blocking technologies and other parental controls designed to “shield children from inappropriate content in [a] rapidly changing media environment.”⁵ As discussed in greater detail below, these tools include parental controls provided by individual wireless carriers and device manufacturers, as well as solutions developed by third party application providers that are compatible with widely available wireless services and devices. Through various initiatives and partnerships (*e.g.*, the National Center for Missing & Exploited Children, the National Coalition for the Protection of Children and Families and the Family Online Safety Institute), the wireless industry has committed itself to working to protect children’s online safety, and giving families control over the content their children can receive when using a wireless device “operated . . . away from the purview of their parents.”⁶

CTIA plays a key role in facilitating discussion and providing the framework for these efforts. Individual wireless providers have developed and deployed a wide range of solutions, and carriers can and do compete for customers on the basis of the effective parental controls they offer. As the Notice recognizes, commencing in 2004, CTIA began developing the Wireless Carrier Content Classification Guidelines for content provided by wireless carriers, as well as

⁵ Notice, ¶ 3.

⁶ *Id.*, ¶ 27.

Internet Access Control Guidelines for content available from websites and other sources outside of wireless carriers' control.⁷

Under these guidelines, participating carriers agree to develop content classification standards and educate consumers about the meaning of the chosen categories and ratings. The Notice describes the bifurcation in these content classification guidelines between “Carrier Content” and content available from other sources. The guidelines for Carrier Content cover materials that are available through a carrier’s managed content portal as well as third-party materials for which customers may be billed directly by their wireless carrier. These materials are divided into “Generally Accessible Carrier Content,” which is available to all consumers, and “Restricted Carrier Content,” which is not available to wireless users under 18 years of age without specific parental authorization.⁸

CTIA defines “Carrier Content” to include video and other images, music and other audio, video games, adult-oriented text-based entertainment services, and lotteries and gambling, but “Carrier Content” does not include any end-user generated content (on message boards, chat rooms, or blogs, for example) or any content accessed via the public Internet or other public data networks.⁹ Within these categories, “Restricted Carrier Content” consists of material that is generally recognized as appropriate only for adults 18 years of age or older, such as material that may contain strong violence or may be sexually explicit; or material that is legally restricted to

⁷ See *id.*, ¶ 29.

⁸ See *id.* (citing “CTIA’s Rating of Content to Mobile Phones: The Wireless Industry Initiative,” at <http://www.ctia.org/advocacy/index.cfm/AID/10299>); see also “Wireless Content Guidelines,” at http://www.ctia.org/consumer_info/service/index.cfm/AID/10394 (“Wireless Content Guidelines”).

⁹ See Wireless Content Guidelines.

persons at least 18 years of age, such as lotteries and gambling.¹⁰ As the Notice indicates, CTIA suggests to participating members and content providers that other types of content be placed in this restricted category as well, including material that may be deemed objectionable or harmful to minors based on its depiction of illegal drug use or its use of intense profanity or hate speech.¹¹

While the implementation of advanced blocking technologies is left to individual wireless providers and third-party application vendors, the guidelines play an important role in providing a set of baseline requirements that helps standardize content classifications for the content available on wireless devices, and thus facilitates the outreach and educational campaigns intended to inform parents about the types of content accessible via wireless devices as well as the tools available to provide children with a safe user experience. Each carrier is responsible for its implementation of access controls, including age-verification mechanisms that effectively limit access to material tagged as “Restricted Carrier Content.” Participating wireless carriers pledge not to make any such “Restricted Carrier Content” available until the carrier has deployed controls able to restrict under-aged users’ access to such material.¹²

In situations where the wireless provider is neither responsible for, nor in control of, the content potentially available to children, other approaches may be necessary. CTIA’s voluntary Internet Access Control Guidelines require participating carriers to provide consumers with filters or other tools designed to restrict access to content available via the public Internet or

¹⁰ *See id.* The Carrier Content Guidelines also require participating carriers to comply with all applicable laws regarding the protection of minors, and to cooperate with law enforcement agencies as required by law to prevent the dissemination of known illegal content.

¹¹ *See* Notice, ¶ 29 n.69 (citing “Wireless Content Guidelines Classification Criteria,” at <http://ctia.biz/media/index.cfm/AID/10395>).

¹² *See* Wireless Content Guidelines.

other public data networks, contingent upon the development of reasonably effective, commercially available tools for wireless handsets.¹³ As the Notice reports, all major wireless carriers currently provide parents with the ability to block *all* Internet access on the wireless devices used by their children.¹⁴ Moreover, many wireless providers continue their work to develop and deploy more selective filters in the form of mobile browsers with the capacity to block only certain types of objectionable content, and vendors unaffiliated with wireless carriers also have entered the marketplace with parental controls and filters.¹⁵ CTIA and its members have taken these important steps to promote the availability of filtering technologies long before the adoption of the Act or the Commission's release of the Notice.

II. WIRELESS CARRIERS PROVIDE INNOVATIVE TOOLS AND PARENTAL CONTROLS

Many wireless carriers currently provide parents with a multitude of easy-to-use tools designed to prevent their children's access to content that parents may deem unsuitable. These tools place parental controls directly in the hands of the parents and families that select their children's wireless services. Carriers also provide effective tools to prevent the misuse of wireless systems in the distribution of sexually explicit abusive content; educate children and parents about how to be safe online; and provide parents with powerful tools to manage their children's wireless usage. In tandem with making their networks and devices more open to third-party content providers and application developers, wireless carriers have made great

¹³ *See id.*

¹⁴ *See* Notice, ¶ 30.

¹⁵ *See infra*, Parts II(A) and II(B). Part II of these comments provides additional information and descriptions of carrier-provided solutions and third-party applications that filter video content and more generally help parents to monitor and control their children's use of wireless services. Part III and Part V also describe some of the educational efforts and public service programs undertaken by the industry and by individual carriers to ensure that families have the information they need in order to use these tools and keep children safe on their mobile devices.

strides in facilitating the compatibility of third-party content filtering applications and access controls with wireless devices and services in the marketplace today.

The following list provides just a few examples of the “advanced blocking technologies” and other parental controls already in use by wireless consumers. The Notice cites several of these individual carrier parental control tools and initiatives.¹⁶

A. Individual Carriers’ Parental Controls and Education Initiatives Provide Families with the Tools They Need to Block Objectionable Content.

AT&T’s MEdia™ Net Parental Control service allows parents to restrict access to Carrier Content that may be inappropriate for children, and allows them to prevent the purchase of downloaded games, ringtones, and graphics from AT&T and its content-provider partners.¹⁷ MEdia™ Net Parental Control is included at no additional recurring charge to subscribers, though it does require the use of handsets compatible with MEdia™ Net and this accompanying parental control service. Moving beyond controls for carrier-provided content, AT&T’s Smart Limits for Wireless™ service allows parents to limit on a monthly basis the number of minutes a child can browse the Internet with his or her wireless device, the number of text and instant messages sent and received by children, and the dollar amount of downloaded purchases.¹⁸ Parents also can restrict the times of day for messaging, browsing, and outbound calling, and the phone numbers to and from which a wireless device can either make or receive calls and text messages.

¹⁶ See *id.*, ¶ 29 & n.70.

¹⁷ See AT&T, “Parental Controls,” at <http://www.wireless.att.com/learn/articles-resources/parental-controls/index.jsp>.

¹⁸ See *id.* Parents also have the capability with AT&T’s controls to customize these limits for each child on the service plan.

Sprint's parental controls give parents a variety of network- and handset-based options to control access to and use of Sprint products and services.¹⁹ Such controls provide parents with the ability to restrict premium content purchases, text messages, and access to the Internet, as well as the capability to limit incoming and outgoing voice calls to phone numbers specified in the handset's phone book. Parents can also purchase a handset designed with built-in control tools that allow certain device features to be locked, such as the handset's camera. Furthermore, Sprint and other carriers have worked extensively with the National Center for Missing & Exploited Children ("NCMEC") and the National Education Association ("NEA") to develop educational outreach tools and initiatives designed to improve wireless and Internet safety awareness.²⁰ Such programs and outreach initiatives are key components of Sprint's 4NetSafetySM program, which provides students, teachers, parents, and guardians with the tools and information they need to teach children and "tweens" how to use the Internet more safely.²¹

T-Mobile's Web Guard option allows parents to prohibit access to certain websites.²² Message blocking is available from T-Mobile as well, and enables blocking or filtering of incoming and outgoing text messages, picture messages, instant messages, and e-mail.²³ Both Web Guard and T-Mobile's message blocking services are free of charge to T-Mobile subscribers. In addition, T-Mobile's Family Allowance Service allows the primary account

¹⁹ See "Sprint Parental Control," at <http://www1.sprintpcs.com/explore/ueContent.jsp?scTopic=parentalControl>.

²⁰ See, e.g., "NEA Health Information Network and Sprint expand Internet safety resources for educators and parents," available at http://newsreleases.sprint.com/phoenix.zhtml?c=127149&p=irol-newsArticle_newsroom&ID=1244706.

²¹ See *id.*

²² See T-Mobile, "Family Friendly Features," at http://www.t-mobile.com/shop/addons/services/information.aspx?PAsset=FamilyWireless&tp=Svc_Tab_FW101ProtectYourKids.

²³ See *id.* T-Mobile also provides blocking of international long distance calling for any line.

holder to assign allowances for minutes, messages, and downloads to each separate line on the account, with the flexibility to set up to ten “Always Allowed” and ten “Never Allowed” numbers – with “Always Allowed” numbers reachable even when a user has exceeded a set maximum, and 911 calls never counting against the allowed numbers and minutes.

Verizon Wireless’ Parental Center website explains the wide variety of family safety options available to parents from Verizon Wireless. Content filters such as those cited in the Notice let Verizon Wireless subscribers filter content according to certain age categories, with available filter settings adjusted for children aged 7 and over, 13 and over, and 17 and over.²⁴ These filters work on the provider’s V CAST video and music services, as well as Verizon Wireless’ Mobile Web 2.0 browser.²⁵ Additional usage controls enable parents to set allowances for voice and messaging usage, set time restrictions for certain services, create lists of trusted and restricted phone numbers, and customize these settings for each line on the account.²⁶ Parents can also use ChaperoneSM with Child Zone, a tool that allows parents to define a specific geographic zone for children carrying Verizon Wireless handsets, with parents then receiving text and/or e-mail alerts indicating their children’s location when they leave that zone.²⁷

B. Third-Party Parental Controls, Filtering Applications, and Other Access Control Technologies Provide Parents with Additional Options.

In addition to carrier-provided advanced blocking technologies and parental controls, the increasing prevalence of third-party applications further demonstrates the availability of such tools to the customers of all U.S. wireless carriers. Today, consumers can independently

²⁴ See Notice, ¶ 29 & n.71.

²⁵ See Verizon, “Parental Controls,” at https://wbillpay.verizonwireless.com/vzw/nos/uc/uc_overview.jsp.

²⁶ See *id.*

²⁷ See Verizon, “ChaperoneSM Service,” at <http://www.verizonwireless.com/b2c/splash/chaperone/splash.jsp>.

download these third-party solutions to their wireless devices through wireless “app stores,” websites, and other outlets, opening up a host of additional content management tools for parents.

One third-party application referenced in Notice²⁸ is eAgency’s “Radar – My Mobile Watchdog” parental monitoring system. This handset-based solution sends parents an alert when a child receives calls and messages from unauthorized or unapproved sources, and allows parents to view and archive remotely (from a website accessible to parents) all of the text, e-mail, and instant messages that their children send and receive.²⁹ The Commission noted that this vendor also “plans to offer a feature that can be viewed remotely by parents or other adults for the purpose of seeing which Web sites are being visited on phones for which the adult is responsible.”³⁰

Ace*Comm’s “Content PatrolTM” service is another third-party parental control application, offering a network-based solution that currently allows filtering of wireless web and WAP-based content.³¹ The company’s marketing materials also describe a range of other services that give parents the ability to restrict usage of wireless devices to certain times of day or limit the phone numbers a child can call.

²⁸ Notice, ¶ 32 n.73.

²⁹ See “My Mobile Watchdog,” at <http://www.mymobilewatchdog.com/>. Products apparently similar to “My Mobile Watchdog” include the “Mobile Spy Smartphone Monitoring” system, see <http://www.mobile-spy.com/>, which likewise focuses on allowing parents to monitor children’s calls, messages, and URLs visited; and SMobile System’s “Security Shield” parental edition, see <http://secure.smobilesystems.com/main/docs/cons/2009ParentalFeatures.pdf>. CTIA’s discussion of all of the products described in Part II(B) of these comments are based solely on the description and claims made on these companies’ public websites; CTIA has not evaluated any of these claims, and does not endorse any product or service.

³⁰ Notice, ¶ 32 n.73.

³¹ “ACE*COMM Content Patrol,” at <http://www.acecomm.com/solutions/service/content.htm>.

Although the AT&T/Apple iPhone is by no means the only wireless handset popular with younger users, several parental control applications marketed directly to parents have been developed for the iPhone platform. These applications consist generally of a browser that replaces the native Apple browser on the device. Three such iPhone “apps” are the “iWonder” browser, which allows parents to disable wireless web browsing or block access to certain sites, and also allows them to view remotely (from the parents’ own computer or wireless device) the sites that the child visits;³² the Mobicip browser, which is marketed as a “kid-safe” browser that provides real-time content filtering at three pre-defined levels based on the child's age,³³ and the Safe Eyes Mobile browser, which utilizes a blacklisted website address categorization and filtering approach to prevent viewing of and visits to certain sites.³⁴ There are also a growing number of application and turnkey solution parental control developers marketing their products to wireless carriers and other industry participants.³⁵ Although not typically marketed directly to end users, these products and services increase the range and number of choices available to parents. Thus, the Commission should take them into account as well under the Act’s direction to examine advanced blocking technologies that improve or enhance parental control capabilities.

³² See iWonder browser download page, at <http://www.apptism.com/apps/iwonder-surf>.

³³ See Mobicip.com Online Safety Net site, at <http://www.mobicip.com/>.

³⁴ See Safe Eyes Mobile, at <http://www.internetsafety.com/safe-eyes-mobile-iphone.php>.

³⁵ See, e.g., Cisco’s mobile Safe Exchange Framework, http://www.cisco.com/en/US/netsol/ns603/networking_solutions_solution.html, which allows carriers to provide customers with flexible filtering options capable of applying different parameters at different times of day; RuleSpace’s mobile data filtering tools and applications, <http://www.rulespace.com/mobile.php>, which are already integrated to some degree into the solutions deployed by carriers and companies such as AT&T, Verizon, T-Mobile, and RIM; AdaptiveMobile’s adult content controls, <http://www.adaptivemobile.com/Solutions/listcat/16>, which aim to allow blocking of inappropriate web and WAP sites as well as pornographic MMS and SMS messages; and Airwide’s network management applications, <http://www.airwidesolutions.com/ContentFiltering.html>, which include anti-spam and content filtering components.

In combination with the tools made available directly to subscribers by their wireless carriers, these third-party applications give parents an abundance of sophisticated options for blocking objectionable materials that otherwise might be available on wireless devices. It is clear that wireless subscribers today already shop for and make ready use of these tools in order to manage the content their children receive. That a competitive market has responded to consumer demands is textbook economics, and the range of choices available for wireless users is not surprising given consumers' desire to determine the relative merits of the different models of parental controls based upon their individual needs and preferences. Without a doubt, the access controls and filtering applications available today "improve or enhance the ability of a parent to protect his or her child from any indecent or objectionable video or audio programming, *as determined by such parent*,"³⁶ while more advanced filters and access controls are most certainly on the way.

III. THE WIRELESS INDUSTRY'S EDUCATIONAL INITIATIVES HELP PROTECT CHILDREN FROM OBJECTIONABLE CONTENT

The Notice also sought comment as to "how [] providers [are] educating consumers and publicizing the availability and convenience of such tools[.]"³⁷ The discussion above demonstrates that such advanced blocking technologies are indeed widely available today. In addition to the specific outreach programs discussed above, CTIA, The Wireless Foundation, and CTIA members have launched a number of educational initiatives designed to promote families' awareness and utilization of the full range of these blocking technologies, as well as other parental controls and public safety tools available on wireless devices and networks. CTIA also partners with a number of organizations, and hosts or co-hosts panels designed to educate

³⁶ Act, Section 2(d) (emphasis added).

³⁷ Notice, ¶ 33.

parents and children on this important issue. These efforts appear to be working. In a National Consumer Study conducted last month, MyWireless.Org® found that the majority of respondents (62%) were aware that wireless carriers offer parental controls that allow parents to restrict a child's cell phone use and place limits on a child's wireless Internet access, texting and downloads.³⁸

The Wireless Foundation, a non-profit organization established by CTIA's member companies in 1991, takes an active role in educating children, parents, teachers and policymakers about the wireless industry's efforts to ensure that younger users are safe while using wireless technology. These outreach efforts are important in their own right, and often go far beyond providing customers with general consumer information. For example, in 2005 the wireless industry and The Wireless Foundation partnered with the United States Department of Justice and NCMEC to create the Wireless AMBER Alerts™ Program, a key example of the wireless industry's commitment to harnessing the convenience and ubiquity of wireless technology to safeguard children.³⁹ By making potentially life-saving AMBER Alert text messages available to wireless subscribers who "opt in" to the offering, this program will significantly increase the reach of the AMBER Alert notification program. The carriers currently participating collectively provide service to more than 90% of U.S. wireless customers.

The Wireless Foundation also maintains a "Wireless Online Safety" section on its website that contains information for parents and educators to help keep children safe as wireless

³⁸ MyWireless.org® National Consumer Survey (conducted March 23-25, 2009).

³⁹ See CTIA Consumer Info, "Wireless AMBER Alerts™," at http://www.ctia.org/consumer_info/service/index.cfm/AID/10361 (explaining that Amber alerts are free text messages available to wireless subscribers who have signed up to receive such messages when a child has been abducted, thereby allowing alert recipients to serve as the extra "eyes and ears that public safety officials vitally need" in such situations).

devices become increasingly prevalent among younger, school-aged populations.⁴⁰ The site contains links to wireless carriers' respective content access controls, along with a model Family Cell Phone Usage Agreement – a contract that parents and their children can use to frame family discussions about safe and responsible use of wireless devices, and to educate the entire family regarding the potential threats to children from harmful content, unwanted contact, and inappropriate conduct.⁴¹ State Attorneys General and other law enforcement officials have taken notice of the resources available through The Wireless Foundation's "Wireless Online Safety" portal. For instance, on January 6, 2009, Texas Attorney General Greg Abbott held news conferences in Dallas and Austin encouraging parents to utilize tools that can help protect young wireless device users from harmful content and child predators. Attorney General Abbott directed parents to The Wireless Foundation's website to find tips for keeping their children safe in a wireless environment.⁴²

Since 2005, The Wireless Foundation has collaborated with the Weekly Reader Corporation on *Get Wise About Wireless*, an instructional kit distributed to middle school students to help educate them about wireless device usage and responsible behaviors associated with such usage. This publication encourages educators and families to help their students practice safe behaviors, and it serves as a catalyst for discussions at home among family members about using wireless technology in their day-to-day lives. Weekly Reader Corporation

⁴⁰ See <http://www.wirelessfoundation.org/WirelessOnlineSafety/index.cfm>.

⁴¹ See *id.*

⁴² See "Texas Attorney General Urges Parents to Protect Young Cell Phone Users," Government Technology, Jan. 6, 2009, at <http://www.govtech.com/gt/580676?topic=117671>.

estimates that since its inception, the *Get Wise About Wireless* program materials have reached over six million middle-schoolers and their families.⁴³

Finally, The Wireless Foundation supports a number of child safety and consumer protection organizations. The Wireless Foundation presently holds a seat on the board of the Family Online Safety Institute (“FOSI”), a Washington-based, international organization whose mission is to identify best practices in the field of online safety. FOSI conducts seminars that bring together the online industry, government, non-government organizations, academics and others. On April 22, 2009, The Wireless Foundation and FOSI will co-sponsor a wireless online safety conference, with a focus on wireless-specific aspects of online safety such as mobility and location-based services.⁴⁴

In 2008, CTIA and industry representatives, working with NCMEC, created the Wireless Child Safety Task Force to address broader child safety issues arising from the use of wireless networks and services. The Task Force identifies, reviews, and supports actions that can further deter child pornography on wireless networks, including efforts to develop solutions that can be lawfully executed while safeguarding consumer privacy. CTIA’s Wireless Child Safety Task Force also plans to develop an educational initiative that will expand the ongoing work of The Wireless Foundation to inform the public – especially parents and children – about best practices for safe wireless Internet behavior. CTIA has submitted the Wireless Child Safety Task Force for inclusion in the International Telecommunications Union’s “Child Online Protection Initiatives Around the World” program.

⁴³ See Attachment A. The Wireless Foundation recently submitted the *Get Wise About Wireless* program materials for inclusion in the International Telecommunications Union’s “Child Online Protection Initiatives Around the World” program.

⁴⁴ See FOSI Current Events, at <http://www.fosi.org/cms/index.php/events.html> (announcing the “Keeping Kids Safe in a Mobile Environment” conference to be held in Washington, DC).

Finally, a CTIA representative has been appointed to the National Telecommunications and Information Administration's ("NTIA") Online Safety and Technology Working Group, established under Section 214 of the "Protecting Children in the 21st Century Act."⁴⁵ Through its participation in this working group, the wireless industry will provide and receive important insights about efforts that should be taken to ensure that children have safe online experiences.

IV. THE WIRELESS INDUSTRY CONTINUES TO PROVIDE CONSUMER-FRIENDLY PARENTAL CONTROLS WHILE RESPONDING TO CONSUMER AND GOVERNMENTAL DEMAND FOR OPEN ACCESS, OPEN DEVICES, AND GREATER WI-FI CAPABILITY ON HANDSETS

While wireless carriers are taking aggressive steps to educate and arm parents with effective tools to manage access by their children to inappropriate content, wireless consumers are simultaneously demanding – and receiving – unprecedented access to “open” third-party devices, content, and applications. Many carriers have abandoned or announced their intentions to move away from the “walled garden” approach, in which they might have made only carrier-provided content available on their respective handsets.⁴⁶ Carriers thus delivered on consumers’ desires to have the choice whether to access content solely from carriers and their content-provider partners or also from third parties providing content over the public Internet and other public data networks.

In response to calls to provide devices on open platforms and with more robust capabilities,⁴⁷ wireless providers now give consumers the choice of 29 new Wi-Fi enabled

⁴⁵ Pub. L. No. 110-385, 122 Stat. 4096 (Oct. 10, 2008) (to be codified at 15 U.S.C. § 6554).

⁴⁶ *See, e.g.*, Kevin Fitchard, “CTIA: Defining open access,” *Telephony Online*, Sept. 10, 2008, at <http://telephonyonline.com/wireless/news/ctia-defining-openaccess-091008/> (describing different approaches to open access suggested by leaders at Sprint, T-Mobile, and Verizon Wireless, and asserting that these companies’ CEOs agreed, in the reporter’s words, that “the walled garden is [a] relic and open access is an inevitable future on their networks”).

⁴⁷ *See, e.g.*, Notice, ¶ 32 & n.74. The Notice relates the fact that the Commission’s 700 MHz *Second Report and Order*, 22 FCC Rcd 15289 (2007), adopted an “open platform” service rule

devices made available directly by carriers, and there are a number of other devices available in the general marketplace. From surfing the Internet at Wi-Fi hotspots to utilizing integrated Wi-Fi calling technologies, these innovative handsets provide customers with access to additional content and new, innovative services. As open device and open applications initiatives take hold in the marketplace, CTIA expects both carriers and third party vendors will continue to focus on the task of introducing groundbreaking technologies that not only provide additional open platforms and applications, but also on providing a new generation of parental controls that are as effective in an open environment as they are within a carrier's walled garden.

V. CTIA AND CARRIER EFFORTS TO DEVELOP AND IMPLEMENT EFFECTIVE PARENTAL CONTROLS DEMONSTRATE THEIR CONTINUED COMMITMENT TO VOLUNTARY CONSUMER BEST PRACTICES

All of the wireless industry's voluntary efforts to encourage the development of effective parental controls for wireless content should come as no surprise in light of the industry's long history of policing itself without the need for government regulations. CTIA and its members have taken the lead on facilitating parental controls in the wireless space, and also on several other issues of great importance to parents and all consumers.

One example among many of these previously adopted initiatives and best practices guidelines is CTIA's Common Short Code ("CSC") Auditing and Monitoring Initiative. CTIA

that would require licensees in the Upper 700 MHz Band C Block to "allow consumers to use the handset of their choice and download and use the applications of their choice, subject to certain reasonable network management conditions that allow the licensee to protect the network from harm." *Id.* n.74. The Notice goes on to report that "[f]ollowing adoption of this rule, some wireless carriers [] announced that they [would] voluntarily make their networks more open to devices and/or applications." *Id.*; see also Tom Krazit, "Verizon Wireless marches into the open," CNET News Blog, Nov. 27, 2007, at http://news.cnet.com/8301-10784_3-9823944-7.html; Grant Gross, "AT&T says its wireless network also open to outside devices," ITworld, Dec. 6, 2007, at <http://www.itworld.com/wireless-071206>; Larry Dignan, "Sprint plans to open up WiMAX, launch SDK, open APIs" ZDNet, Feb. 21, 2008, at <http://blogs.zdnet.com/BTL/?p=8065>; Joseph Palenchar, "T-Mobile's Android Goes Nationwide," Twice, Jan. 26, 2009, at <http://www.twice.com/article/CA6632169.html>.

announced at the end of March 2009 a significant improvement and update to this initiative, which will now allow for better management of third-party (or “off-portal”) content according to the Mobile Marketing Association’s and wireless industry’s Consumer Best Practices (“CBP”).⁴⁸ The latest improvements include a redesign of the CSC Registry that will capture all of the information necessary to provision a short code for any carrier’s network, thereby streamlining the process for providing this registration information to the monitoring agent responsible for ensuring compliance with the CBP guidelines.⁴⁹ Entities already leasing and using CSCs will jeopardize their existing use of these numbering resources if their off-portal providers are found to be in violation of the best practices requirements. The improvements to the Auditing and Monitoring initiative also will allow for expanded distribution of “red alerts” for the most egregious violations of CBP guidelines, with alerts going not just to wireless carriers but also to aggregators and other content providers.⁵⁰

CTIA also has developed a set of CBP guidelines to promote and protect user privacy as carriers, manufacturers, and third-party providers offer innovative Location-Based Services (“LBS”). Under these guidelines, LBS providers must give notice to users about the manner in which location information will be used, disclosed, linked to other personally identifiable information, and protected from unauthorized disclosure.⁵¹ Users also must have the opportunity to give their consent prior to certain uses, and to decide when and whether location information

⁴⁸ See “CTIA–The Wireless Association® Announces Common Short Code Monitoring Updates,” March 31, 2009, *available at* <http://www.ctia.org/media/press/body.cfm/prid/1809>.

⁴⁹ *Id.*

⁵⁰ *Id.*

⁵¹ See CTIA, “Best Practices and Guidelines for Location Based Services,” at http://www.ctia.org/business_resources/wic/index.cfm/AID/11300.

will be disclosed to third parties.⁵² The safeguards for LBS content require providers to employ reasonable security procedures and retention policies for stored information. Certifying providers also must allow individuals to report abuse or misuse of their LBS information, and must participate with CTIA in an educational outreach program to inform LBS end-users about the risks and benefits of such services.⁵³

In February 2009, CTIA published CBP guidelines for Mobile Financial Services (“MFS”), which are defined to include mobile banking transactions, mobile payments, and other mobile commerce applications. These MFS best practices guidelines are intended to foster an environment in which transactions are authorized, secure, and compliant with applicable laws and industry guidelines, all in order to protect user privacy and financial data.⁵⁴

The common denominator in all three sets of best practices (for CSC, LBS, and MFS), as well as other voluntary wireless industry guidelines and initiatives, is to provide consumers with a set of meaningful protections regardless of whether the application is provided by a carrier whose actions may come within the Commission’s jurisdiction, or by a non-carrier, whose conduct may not be subject to the Communications Act. Moreover, companies and content providers outside of the Commission’s jurisdiction are far more likely to participate and follow CTIA-sponsored best practices which can be adjusted in response to evolving consumer expectations and new technologies and applications in contrast to government mandated regulations that require years of lengthy administrative proceedings to review and revise.

⁵² *Id.* These guidelines do not apply in certain situations where use or disclosure of location information is authorized or required by law, such as the provision of information to first responders for E-911 calls. *See id.*

⁵³ *See id.*

⁵⁴ *See* Cellular News, “CTIA Announces Industry Guidelines for Mobile Financial Services,” Feb. 21, 2009, at <http://www.cellular-news.com/story/36168.php>.

VI. CONCLUSION

CTIA's comments demonstrate that the advanced content management tools described in the Act are available on an affordable and competitive basis to parents today, and that development of the next generation of such technologies is well underway. For these reasons, CTIA respectfully suggests that the best way for Congress and the Commission to encourage the development, deployment, and use by parents of these technologies on wireless devices is to allow consumer demand and technological innovation – rather than proscriptive regulation of a rapidly changing landscape – to set the pace for such developments in the marketplace.

Respectfully submitted,

By: /s/ Brian M. Josef

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April 16, 2009

ATTACHMENT A

CELL PHONE SAVVY



Teacher's Guide

A program on cell phone and cyber safety for middle schoolers

The Wireless Foundation and the National Crime Prevention Council have teamed up with Weekly Reader to create this free educational program, *Get Wise About Wireless—Cell Phone Savvy*, to help your students develop good judgment in digital communication—and to be good citizens online, on the phone, and in person.

Cell phones and the Internet provide us with instant access to people and information. This instant ability to communicate with people we know and don't know raises safety and courtesy concerns, especially for children. Are your students savvy about cyber communication? Do they know what's appropriate to say and send and what isn't? Do they know how to handle cyberbullies? Are they bullies themselves, using text, email, voice, and instant messages, or photos to embarrass, upset, or insult other students? Use this program to address these important issues and decisions this generation is facing.

WHAT'S IN THIS PROGRAM

- This booklet, which includes:
 - A teacher's guide
 - 31 four-page student magazines
- A reproducible dual-sided contest flyer
- 30 family guides
- A poster for your classroom
- A reply card



Encourage your students to enter the "Get Wise About Wireless Writing Contest." Students and teachers can win prizes. Read the enclosed flyer for details. Contest deadline is April 3, 2009.

PROGRAM OBJECTIVES

- To teach students how to use cell phones and the Internet safely
- To give students help in responding to cyberbullying
- To remind students to be courteous when using cell phones
- To promote students' critical thinking about appropriate behavior on cell phones and the Internet
- To help families come to an agreement about cell phone use



ABOUT THE CONTEST

Students in grades 6 through 8 are eligible to enter the "Get Wise About Wireless Writing Contest." To enter, students must write a rap or rhyme in 250 words or less explaining one of the three cell phone safety messages featured on the poster and in the program. Students have the opportunity to win a new cell phone, and the Grand Prize winner wins a trip to Washington, D.C. with a parent. Teachers of the winning students receive Best Buy® gift cards.

The contest details, official rules, and entry form can be found on the reproducible flyer included in this package. Please copy and distribute both sides of the flyer to your students so that they can share the information with their parents. A completed (and signed) entry form must be securely attached to each contest submission that is sent via U.S. mail. You may send in the entries for your class, or students can submit them on their own. Students 13 years of age and older can enter online at www.weeklyreader.com/cellphone. Entries must be postmarked on or before April 3, 2009, or submitted online by 5:00 p.m. Eastern Time on that day.

TELL US WHAT YOU THINK! PLEASE **COMPLETE THE ENCLOSED REPLY CARD** TO SHARE YOUR THOUGHTS ABOUT THE PROGRAM. THANKS.

HOW TO USE THIS PROGRAM

Introduce the program by asking your students the following questions:

- **What can you do with your cell phone?** (Answers might include talk, text, take and send photos, listen to music, play games, access the Internet, etc.)
- **What is cyberbullying? Can it be done on cell phones?** (Cyberbullying is harassment via text, email, voice mail, and instant messages, as well as photo messages. Cell phones can be used in this way.)
- **What should you do if you are sent a text or photo by someone you don't know?** (Students might say that they delete it. Encourage them to tell a parent or other trusted adult.)
- **What should you do if you receive a text or photo from someone you know, but it is inappropriate or makes you feel uncomfortable?** (Again, students might give the same response as above. Let them know that sending inappropriate messages is a form of cyberbullying and they should tell a parent, teacher, or other trusted adult. Let them know that they should not delete these messages without telling an adult.)
- **If someone you don't know asks you for personal information on the phone, what do you do?** (Let students know that they should not give out personal information to people they don't know. If someone asks them for this information, they should tell a parent or other trusted adult.)
- **If you receive a message on your cell phone with an offer to buy something, or if you receive an email offer, what should you do?** (Don't purchase anything or accept anything that says it's free without checking with a parent.)
- **How do you stay aware of your surroundings when you are speaking or texting on the phone?** (Answers might include not walking while texting, not giving out personal information if others can hear, etc.)
- **What do you consider to be courteous behavior while using a cell phone?** (Answers might include turning the phone to vibrate, talking quietly, etc.)



WORKING WITH THE STUDENT MAGAZINE

Hand out the student magazine and review it with your students. The magazine includes tips about cell phone safety and courtesy, a quiz about reacting to various cyber situations, a true story about using a cell phone to save the day, and a puzzle. It also encourages students to talk to their parents/guardians about the contract in the family guide.

Part of the student magazine focuses on making sure students know what to do if someone sends them an inappropriate text message. Ask students:

- *What is an inappropriate message?*
- *Is it a message from a stranger?*
- *Is it a message from an adult who wants to meet with you alone?*
- *Is it a mean message from a classmate that makes you feel like you've just been bullied?*

Explain that these are all examples of inappropriate messages. Let students know that there are steps they can take to help them be safe and not be victims of cyberbullying. Tell students:

- **Know WHO is calling, texting, or emailing.** Only use your phone to communicate with people you know. If you get a message from someone you don't know—don't respond.
- **Know what NOT to say or send.** What falls into this category? Inappropriate pictures, threatening messages, insults, or anything else that you wouldn't say in person. Remember—messages and pictures can be forwarded and saved, so don't say or send anything you'll end up regretting. Only leave or send messages that you'll own up to and are OK with the possibility of others seeing or hearing if your messages or pictures get forwarded.

Don't give out personal information to people you don't know. This includes things like your name, phone number, and address.

- **Know when it's OK to respond, and when to TELL a trusted adult.** If you receive an inappropriate message or call, tell a parent or trusted adult. A message is inappropriate if it makes you uncomfortable or scared, or if you feel threatened or bullied.

After reading the magazine and having discussions about what to do in different situations, try some role-playing in class. Have students pretend they are receiving text or picture messages that make them uncomfortable, or have a student speak very loudly on the phone and give out his or her personal information. Watch how students respond, and then guide them in the correct direction if necessary. The answers for the quiz are provided here, as well as on the back page of the student magazine.

Answers:

What's Your Cell Savvy?

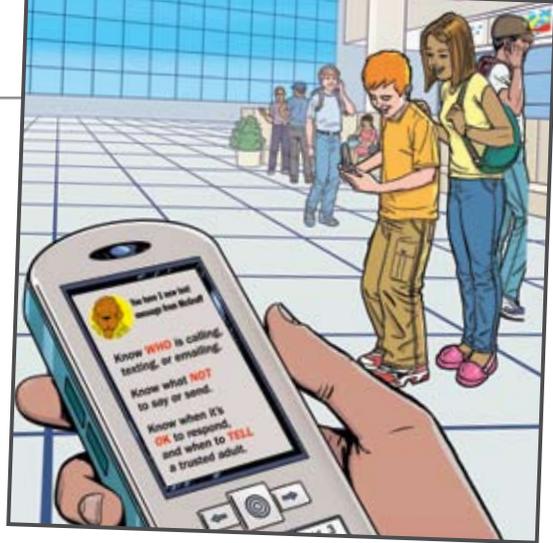
1. b, 2. b, 3. c, 4. a, 5. b, 6. c

Decode It

Good luck; Bye for now; See you later; Got to go; Laughing out loud; Great; End of message; Rolling on the floor laughing; Talk to you later; What are you doing?; What do you think?; By the way; Just kidding

KEY MESSAGES FOR KIDS

When you've completed the program, hang the poster in your classroom, and reiterate the following information to students:



- Program your family's phone numbers into your phone for easy access.
- Don't respond to a text or picture message from someone you don't know.
- If you receive anything on your phone—a call, a text message, an email, a picture, or voicemail message—that makes you uncomfortable, tell an adult you trust.
- Remember that photos you send stay online forever and can be forwarded to anyone.
- Do not give out your address or other personal information to people you don't know.
- If there is an emergency, don't wait, call 9-1-1 (or your local emergency number).
- Remember to speak in a normal or quiet voice when on your phone.
- Follow the rules about cell phone use. Cell phones shouldn't be used in places such as in hospitals or on airplanes.
- Turn your phone to silent or vibrate before you go into a movie theater, library, religious service, or any other place where noise is not appropriate.

VITA™ WIRELESS SAMARITAN AWARDS



The story in the student magazine about the boys who helped save the horse is a true story. The boys were awarded the VITA Wireless Samaritan Award. These awards are presented annually to honor people across the United States who used their wireless technology to save lives, stop crime, and help in other emergency situations. These individuals exemplify the importance of putting safety first, as well as the crucial role wireless technology can play in emergencies. If you know someone in your class or community who should be nominated, visit www.wirelessfoundation.org/VITA/index.cfm.



FAMILY GUIDE

Please send the family guides home with students, or distribute them to parents and guardians during parent/teacher conferences or an open house event. It includes a contract so that families can agree on how to deal with inappropriate messages and cell phone use.

CELL PHONES FOR LEARNING

With the sophistication of today's cell phones, not to mention their popularity, some teachers are beginning to use them as learning tools. Students are using cellular

devices to access the Internet, solve math problems, communicate with each other and teachers via text messages about homework assignments or tests, and more. For ideas about how you might integrate cell phone technology into your curriculum, visit www.wirelessfoundation.org.

EXTENSION LESSONS

The following are extension lessons that you can do with students to continue the unit:

- Have students work in groups to create posters relating to cell phone and cyber safety.
- Cellular technology is constantly evolving. Have your students write essays about what they think cell phones will be capable of 10 years from now. They should be creative and inventive.

HELPFUL WEB SITES

WWW.NCPC.ORG

National Crime Prevention Council, a privately-supported nonprofit, whose website is a comprehensive online resource for helping people keep their families and their communities safe from crime

WWW.MCGRUFF.ORG

McGruff the Crime Dog® site for children ages 5-10 has information, games, videos, comic books, and more about safety, including online safety and cyberbullying

WWW.CONNECTSAFELY.ORG

A nonprofit interactive forum and resource center providing tips and videos, plus a place to ask questions, comment on issues, and discuss youth online safety with parents, experts, and teens

WWW.SAFEKIDS.COM

One of the oldest and most comprehensive Internet safety sites

WWW.CYBERTIPLINE.COM

The National Center for Missing & Exploited Children's hotline for reporting online child sexual exploitation; available 24/7 at 1-800-843-5678

WWW.CYBERBULLYING.US

An information clearinghouse on cyberbullying, including information on identifying the causes and consequences of online harassment

WWW.CSRILU.ORG

Cyberbullying information from the Center for Safe and Responsible Internet Use

WWW.NETSMARTZ.ORG

Safety education for kids, parents, educators, and law enforcement from the National Center for Missing & Exploited Children

WWW.STAYSAFE.ORG

Safety information for teens, parents, educators, and seniors, operated with support from Microsoft

WWW.NETFAMILYNEWS.ORG

Kid-tech news for parents—the nonprofit “community newspaper” of tech parenting and children's online safety

WWW.WIRELESSAMBERALERTS.ORG

Sign up to receive AMBER Alerts as free text messages on your cell phone if a child is abducted in your area



IMPORTANT WEB SITES

WWW.NCPC.ORG

National Crime Prevention Council, a privately-supported nonprofit, whose website is a comprehensive online resource for helping people keep their families and their communities safe from crime

WWW.MCGRIFF.ORG

McGruff the Crime Dog® site for children ages 5–10 has information, games, videos, comic books, and more about safety, including online safety and cyberbullying

WWW.CONNECTSAFELY.ORG

A nonprofit interactive forum and resource center providing tips and videos, plus a place to ask questions, comment on issues, and discuss youth online safety with parents, experts, and teens

WWW.SAFEKIDS.COM

One of the oldest and most comprehensive Internet safety sites

WWW.NETFAMILYNEWS.ORG

Kid-tech news for parents—the nonprofit “community newspaper” of tech parenting and children’s online safety

WWW.CYBERTIPLINE.COM

The National Center for Missing & Exploited Children’s hotline for reporting online child sexual exploitation; available 24/7 at 1-800-843-5678

WWW.CYBERBULLYING.US

An information clearinghouse on cyberbullying, including information on identifying the causes and consequences of online harassment

WWW.CSRILL.ORG

Cyberbullying information from the Center for Safe and Responsible Internet Use

WWW.NETSMARTZ.ORG

Safety education for kids, parents, educators, and law enforcement from the National Center for Missing & Exploited Children

WWW.WIRELESSAMBERALERTS.ORG

Sign up to receive AMBER Alerts as free text messages on your cell phone if a child is abducted in your area

Wireless
AMBER
Alerts

A FEW THINGS YOU NEED TO KNOW ABOUT CYBERBULLYING...

The instant access that cell phones and the Internet provide means that children need to use common sense when it comes to cyber communication. This includes knowing how to handle cyberbullies who use text, email, voice, and instant messages, as well as photos to embarrass, insult, and unnerve kids.

A 2007 study of approximately 2,000 middle school students in grades 6 through 8 found that 42.9% of them had at least one of the following experiences in the last 30 days:

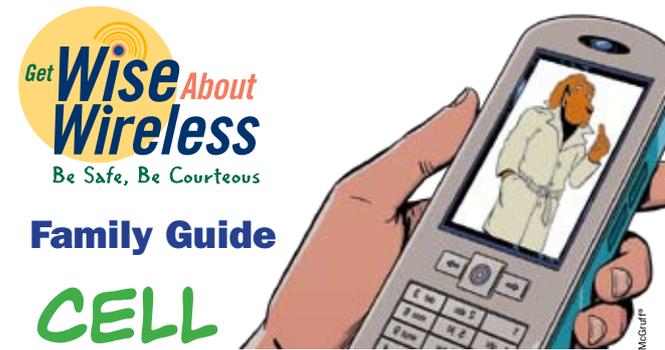
- ▶ received an email or an instant message that made them upset
- ▶ had something posted on a social networking site that made them upset
- ▶ had been made fun of in a chat room
- ▶ had something posted on a Web site that made them upset
- ▶ had something posted online that they did not want others to see
- ▶ were afraid to go on the computer

About the same number of students reported being victims of cyberbullying as being bullies—17%

Source: WWW.CYBERBULLYING.US

REVIEW THESE ADDITIONAL TIPS WITH YOUR CHILD:

- ▶ Program family phone numbers into your phone for easy access.
- ▶ If there is an emergency, don’t wait, call 9-1-1 (or your local emergency number).
- ▶ Remember that photos you send stay online forever and can be sent to anyone.
- ▶ Follow the rules about cell phone use. Cell phones shouldn’t be used in some places.



Family Guide

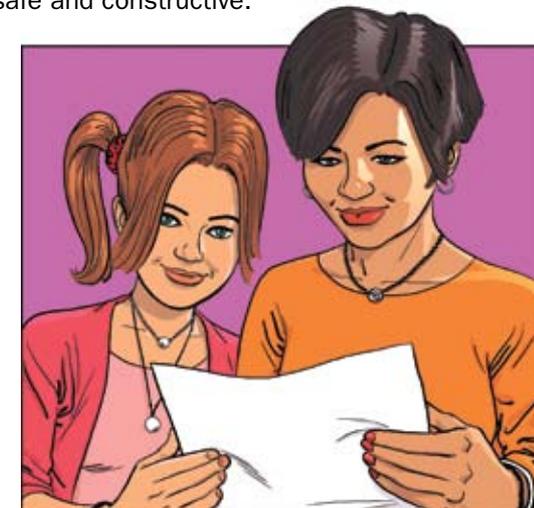
CELL PHONE SAVVY

**WHO IS YOUR CHILD TEXTING?
WHAT MESSAGES ARE BEING RECEIVED?
DO YOU KNOW?**

The Wireless Foundation and the National Crime Prevention Council have teamed up with Weekly Reader to bring you important information about cell phone safety and cyberbullying. Your child is participating in a program on this topic at school. We hope you will reinforce what your son or daughter has learned with conversations at home about safety and courtesy on cellular devices.

Inside this pamphlet is a contract for you and your child.

It will help keep your child’s cell phone use safe and constructive.



CTIA The Wireless Foundation
www.wirelessfoundation.org

WR WEEKLY READER
CUSTOM PUBLISHING

NATIONAL CRIME PREVENTION COUNCIL
www.ncpc.org

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TIPS FOR TALKING, TEXTING, AND SENDING MESSAGES

McGruff®

- ▶ **Send** appropriate text, email, or picture messages only.
- ▶ **Do not give out** your address or other personal information on a phone call, text, or email to people you don't know, or if others can hear you.
- ▶ **Do not respond** to an email, text, picture, or voice message from someone you don't know.
- ▶ **Tell an adult** you trust if you receive anything on your phone—a call, a text message, an email, a picture, or voicemail message—that makes you uncomfortable.
- ▶ **Be aware** of your surroundings and understand when talking or texting is appropriate and when it is not.

The more advanced cellular devices become, the more functions they have available. Sending pictures over the Internet is something that children do all the time. Photo-messaging on cell phones is no different. Children need to be aware why all pictures are not appropriate to send. They also need to know that if they receive a message or image that makes them uncomfortable, they should immediately tell you or another trusted adult.

FAMILY CONTRACT FOR RESPONSIBLE CELL PHONE USE

CHILD:

I will follow all school rules about cell phones.

I will answer my phone if my parent calls, or return the call immediately if I'm in a restricted use area.

I will not use my phone to share photos that could embarrass me or others.

I will not share photos of other people without their permission.

I will not talk or send text messages about people in a way that hurts them or their reputation.

I will not pass along or give any other support to a hurtful message sent to me about someone else.

I will not download, add, or subscribe to anything on my phone without my parents'/guardians' permission.

I will not disable any parental controls on my phone.

If I'm uncomfortable with messages on my phone, I'll talk to my parents/guardians about it.

I will not talk or text with anyone I don't know; I will tell my parents if a stranger keeps trying to contact me.

I will not use my phone to arrange meetings with anybody I don't know.

I will stay within my plan's usage limits and review my usage with a parent/guardian if I go over those limits.

PARENT/ GUARDIAN:

I will periodically talk with my child about using a cell phone.

I will not take away my child's cell phone if my child comes to me about a problem concerning content or contact on a phone unless my child is in danger or has disregarded family rules. Instead, we will work together to try to solve the problem and to make sure my child makes good choices.

I will set reasonable consequences if any of the above rules are broken.

I will periodically revisit these rules as my child matures and cell phone technology evolves.

Other terms your family wants to add:

We have talked about and understand the terms and consequences of this contract and promise to honor them.

Signed: _____
(Date)

(Child)

(Parent/Guardian)



CELL PHONE SAVVY

Get **Wise** About **Wireless**
Be Safe, Be Courteous



INSIDE:

- Tips to Help Keep You Safe on Your Cell Phone and Online
- Test Your Cell Savvy with Quizzes and Puzzles
- Why a Family Cell Phone Contract Might Be Right for You

Enter the **GET WISE ABOUT WIRELESS WRITING CONTEST** for the opportunity to win a trip to **WASHINGTON, D.C.**, and a **NEW CELL PHONE!** Contest deadline is April 3, 2009. Ask your teacher or go to www.weeklyreader.com/cellphone for the entry form.

**WIN
A
TRIP!**

GET WISE ABOUT CELL PHONE SAFETY

While cell phones may be cool tools to have, they come with responsibility. We need to be wise about wireless to be safe.

► KNOW WHO IS CALLING, TEXTING, OR EMAILING.

Only use your phone to communicate with people you know. If you get a message from someone you don't know—don't respond.

► KNOW WHAT NOT TO SAY OR SEND.

What falls into this category? Inappropriate pictures, threatening messages, insults, or anything else that you wouldn't say in person. Remember—messages can be forwarded and saved, so don't say or send anything you'll end up regretting. Only leave or send messages that you'll own up to and are OK with the possibility of others seeing or hearing if your messages or pictures get forwarded.

You shouldn't give out personal information to people you don't know. This includes things like your name, phone number, and address.



► KNOW WHEN IT'S OK TO RESPOND, AND WHEN TO TELL A TRUSTED ADULT.

If you receive an inappropriate message or call, tell a parent or trusted adult. A message is inappropriate if it makes you uncomfortable or scared, or if you feel threatened or bullied.



KEEP COURTESY IN MIND

- **Speak in a normal or quiet voice**—don't shout.
- **Follow the rules.** Cell phone use is not allowed in some places.
- **Put your phone on vibrate** when you're at the movies, in a library, or at a religious service.



CELL SAVES HORSE

There it was—a horse struggling to get out of a pond. Cell phones are used to call for help in all kinds of emergencies, such as reporting an injury or accident, or calling for a ride when you're left stranded. But one summer day in Oklahoma, some middle school boys used a cell phone for a unique emergency—to save a horse, *of course*. They called for help when they found a horse struggling to get out of a quarry pond where they were planning to fish. Rescue workers came and got the tired animal out of the pond, and the boys became local heroes.

WHAT'S YOUR CELL SAVVY?

USE WHAT YOU KNOW TO ANSWER THE FOLLOWING QUESTIONS. CHECK YOUR ANSWERS ON THE BACK PAGE.

1. You receive a picture message from a classmate that makes you uncomfortable. You...
 - A send back a text telling her to get lost.
 - B show your parent when you get home.
 - C forward it to a friend and ask what he or she thinks.
2. Your friends are sending rumors through texts about some new kids in school. It's your turn to send the next one. You...
 - A don't send the text, but tell your friends that you did.
 - B don't send the text because you don't want it traced back to you.
 - C send the text since everyone else is doing it.
3. Your friends are taking pictures in the locker room after soccer practice. There's one picture you're thinking of sending to this kid you like. You...
 - A send it with note asking to meet after school.
 - B send it without a note to see if you get a response.
 - C stop and hit delete because you realize the message could be forwarded to others who you really don't want to see the picture.
4. Your friend has been getting picked on at school and is really upset about a voice mail he got from someone in your class. You tell him to...
 - A save it and tell his parent or a teacher.
 - B send back a message that is nastier.
 - C delete it and get over it.
5. You receive a text message from someone you don't know who wants to meet you at the mall. You...
 - A respond to find out more.
 - B don't respond; show the message to a parent or another trusted adult.
 - C go meet the person, who sounds cool.
6. You get a text message about a discount on a new game you really want. All you have to do is text back a credit card number and the game will be yours. You...
 - A send the info because you really want the game.
 - B forward the message to three of your friends.
 - C delete the message because it's SPAM.

DECODE IT

People often use abbreviations in text and email messages to save time and space. Can you figure out these abbreviations? GL!

B4N

CUL8R

G2G

LOL

GR8

EOM

ROTFL

TTYL

WRUD

WDYT

BTW

J/K



Translation: Thanks. You are a star./No problem.

SIGN UP FOR SAFETY: A FAMILY CONTRACT



What do you think would happen if you told your parents or guardians about an inappropriate text, voice, or email message you received? Do you think they'd freak out and take away your phone? Talk to your parents or guardians about it! Suggest that you both sign a contract so you can go to them about messages that you send or receive and you can decide what will happen together. Use the contract that your teacher gives you. Read it and fill it in with your parents/guardians. After you both sign it, put it somewhere safe—maybe on a bulletin board or the 'fridge to remind everybody. Then, remember to speak up and be safe if you get an inappropriate message.



What does McGuff have to say about cyber safety? Check out www.ncpc.org for advice, videos, and games about cyberbullying, online safety, and more.

What are you doing?: What do you think?: By the way; Just kidding
Great; End of message; Rolling on the floor laughing; Talk to you later;
Good luck; Bye for now; See you later; Got to go; Laughing out loud;

Decode It

1. b. 2. b. 3. c. 4. a. 5. b. 6. c

What's Your Cell Savvy?

Answers:

CTIA The Wireless Foundation
www.wirelessfoundation.org

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