IN THE MATTER OF THE

COMPREHENSIVE PLAN FOR WIRELESS COMMUNICATIONS FACILITIES IN THE PINELANDS

[CONFORMANCE WITH N.J.A.C. 7:50-5.4 (c) 6]

Submitted by:
Bell Atlantic Mobile, Comcast Metrophone/Cellular-One, and Nextel Communications, Inc.
Dated: March 12, 1998

Tab 1

Table of Contents

TABLE OF CONTENTS

Tab 2

Plan Introduction

PLAN INTRODUCTION

In conformance with N.J.A.C. 7:50-5.4 (the Code), as adopted by the New Jersey Pinelands Commission (the Commission) in August of 1995, this Comprehensive Management Plan (the Plan) has been prepared and submitted to provide an overview of communications facilities proposed within the Pinelands. The Code was originally drafted and adopted by the Commission to regulate the height of new structures "in all Pinelands Management Areas other than Regional Growth Areas and Pinelands towns" and to ensure "the least number" of new structures in the Preservation Area District, Forest Area, Special Agricultural Production Area and certain Pinelands Villages. It is the Cellular Providers (CPs) position that the Commission is not seeking to regulate the number or height of facilities in the Regional Growth Area and Pinelands Towns, nor is it seeking to regulate the number of facilities in the Regional Growth Area, Pinelands Towns, Military Installations, Rural development Areas, Agricultural Areas, or Pinelands Villages not specifically mentioned in the Code unless these facilities would cause an increase in the number of facilities proposed in the most restricted areas. Despite this position, the CPs Plan minimizes the number of facilities to be located in the entire Pinelands. This should, in no way, be construed as an acknowledgment that such a Plan is required pursuant to the Code and does not constitute a waiver of any rights the CPs currently enjoy under the plain meaning of the Code. Therefore, none of the elements of the Code cause the "least number" or the 35 foot height limitation to become applicable to the Regional Growth or Pinelands Towns. Further, the use of existing structures in any Pinelands Management Area, provided the height of same is not increased by more than fifty percent (50%), is not precluded by the Code.

The Plan is submitted by communication providers of like services which are identified for the purposes of this Plan as "The Cellular Providers" (CPs). The Cellular Providers are defined as those carriers providing fully duplexed voice and data service in the 800 MHz range. Therefore, the Plan signatories are the current providers of such service as licensed by the Federal Communications Commission (FCC) throughout areas such as, and including, the New Jersey Pinelands. These signatories are as follows: Bell Atlantic Mobile (BAM), Comcast/Cellular One (Comcast), and Nextel Communications (NEXTEL).

It is important to note that this is a Master Plan and, as such, does not include particulars about specific sites, but, rather, sets forth a framework under which the CPs and the Pinelands staff can ensure that the "least number" criteria is met. It is also important to note that while the "least number" criteria, as defined by the Code, includes only those facilities located in the Preservation Area District, the Forest Area, the Special Agricultural Production Area and certain specific Pinelands Villages, the CPs have produced a Plan which ensures the "least number" of new facilities throughout the Pinelands and surrounding communities.

In addition to the above, the Code requires that a five (5) and ten (10) year projection of facilities required by all the CPs be incorporated in the Plan. The Code further requires that joint use of facilities be employed by all the CPs wherever possible. In order to meet all requirements of the Code, the total number of proposed facilities within the Pinelands was determined by establishing the least number of facilities necessary to provide minimum adequate service in the

Pinelands for each CP. The CPs considered alternate technologies that may be available in the near future as well as any service currently being provided in the Pinelands by facilities located outside of the Pinelands.

The Plan, as prepared and submitted, includes:

a. description of the joint use of facilities (Code Compliance, Tab 4),
b. map outlining the locations of proposed and existing facilities (Comprehensive Map Summary / Map - Tab 3),
c. allowance for new structures to be used by future carriers (Code Compliance, Tab 4),
d. consideration of alternative future technologies (Code Compliance, Tab 4),
e. demonstration of use of existing structures where practical (Code Compliance, Tab 4),
f. demonstration of consistency with the code siting criteria or a note to demonstrate same at the time of filing for the individual facility involved (Code Compliance, Tab 4), and
g. further description of compliance with the requirements of 7:50-5.4 (c) 6 (Code Compliance, Tab 4).

For ease of reference, the total number of facilities proposed in each management area for each CP is located in the summary section of this Plan (Conclusion, Tab 6).

The CPs present this Plan as part of the required process to allow for the expansion of cellular service within the Pinelands. Such service is required pursuant to each of the CP's FCC licenses and by their respective customers. Currently, there are over 150,000 wireless customers in the Pinelands with many more customers traveling through the region each day. These customers use cellular service for both convenience and necessity. As prices for phones and service continue to decline, more and more people use cellular service for accessibility. But more importantly, safety and security are the top reasons listed by customers for purchasing a phone. Over 600,000 9-1-1 calls are made each year in the US from cellular phones. This benefits not only those who have phones, but also other individuals who may be in need and benefit from a cellular customer making a call for them. If service does not exist, calls - whether for convenience or necessity - do not go through. The New Jersey Pinelands Commission has jurisdiction over one million acres of property. Currently, much of this area is not adequately covered, and some is not covered at all, thereby compromising the safety and security of those in or traveling through the Pinelands area. The CPs believe the Plan strikes a balance between the growing demand for cellular service and the continued protection and public enjoyment of one of New Jersey's greatest treasures. The CPs further believe that adequate cellular service across the Pinelands will only add to the region's attractiveness for recreational, social, educational, and residential activities.

The Plan is presented in a form that will facilitate ease of use by the Pinelands Commission, the CPs, emergency communication service providers, and any future and/or alternate wireless service providers. It is a concise and accurate representation of the facilities necessary for the provision of minimum adequate service by all the CPs throughout the Pinelands during the next ten (10) years.

Tab 3

Comprehensive Map Summary

a. Map Summary (5-10 year horizon)

"COMPREHENSIVE MAP"

SUMMARY

The Pinelands Comprehensive Management Plan (CMP) requires any communication company that proposes a communication facility outside of the "unrestricted" area of the Pinelands to prepare a "Comprehensive Plan" for all of the existing and proposed facilities within the Pinelands in accordance with Section 7:50-5.4(c)6 of the Pinelands CMP. As a result of the Cellular Providers (CPs) need to provide for communication facilities outside of the "unrestricted" regions of the Pinelands, a "Comprehensive Plan", in accordance with Section 7:50-5.4(c)6 of the Pinelands CMP, outlining the CPs 5 - 10 year horizon development plan for communication facilities within the Pinelands, is being submitted for approval by the Commission. The following summary outlines the content of the "Comprehensive Map" submitted for approval as part of the above "Comprehensive Plan".

Section 7:50-5.4 of the Pinelands CMP effectively divides the New Jersey Pinelands into three regions governing the development of communication facilities.

The first region, covering the Regional Growth and Pinelands Town Area, is effectively "unrestricted". This region allows the CPs to build facilities with associated structures to any height necessary to meet radio frequency design requirements, with no defined height limit and no limit on the number of structures in the region. This region is shown on the "Comprehensive Map" as the red shaded areas.

The second region, covering the Agricultural Production Area, Rural Development Area, and Select Villages, is defined as "height restricted". This region requires the CPs to meet certain siting criteria for proposed facilities, verify that no existing suitable structure exists within the immediate vicinity of the proposed facility, as well as submit a "Comprehensive Plan" of all existing and proposed facilities within the Pinelands, for approval by the Commission. This region is shown on the enclosed "Comprehensive Map" as the blue shaded areas.

The third region, covering the Preservation Area, Forest Area, Special Agricultural Production Area, and Select Villages, is defined as "height and least number of structures restricted". This region requires that the above mentioned siting criteria be met, that the CPs demonstrate that the least number of structures in this region is proposed, and that a "Comprehensive Plan" of all existing and proposed facilities within the Pinelands be submitted for approval by the Commission. This region is identified on the "Comprehensive Map" as the green shaded areas.

The facilities shown on the "Comprehensive Map" have been divided into four groups having the following designations.

Group 1, denoted by yellow triangles on the map, represent proposed communication facilities which are unlikely to be located on existing structures. Based upon general surveys of the areas in which these facilities are proposed, it does not appear that there are existing suitable structures within a five mile radius on which these facilities can be located. However, there do appear to be one or more potential sites which satisfy the service need and may comply with the Pinelands siting standards for a new structure. When each facility application is pursued, the possible use of an existing structure will be reviewed in detail as will the siting of a new structure if it is again found that the use of an existing structure is infeasible.

Group 2, denoted by green triangles on the map, represent proposed cellular communication facilities which may be located on existing structures. Although formal agreements with the structure/land owners are not in place, general surveys within a five mile radius of the areas in which these facilities are proposed suggest that these facilities may be able to be located on an existing suitable structure. Final decisions will be made when the facility application is pursued and will be based upon the structure's location in relation to the geographic area in need of service, the feasibility of utilizing the structure from the standpoint of access, availability of utilities, conformance with siting criteria, etc., as well as the ability of the CP to negotiate with the structure/land owner. If the use of an existing structure is infeasible, the facility will be proposed on a site which will satisfy the service need and comply with the requirements of the Pinelands Management Plan.

Group 3, denoted by blue circles on the map, represent proposed cellular communication facilities to be located on existing structures. Based upon agreements already in place, it is feasible for the CPs to formally propose that these facilities will be located on existing structures.

Group 4, denoted by red circles on the map, represent existing cellular communication facilities upon which no new facilities are currently proposed by the CPs. At the present time there are twenty-three cellular facilities located or approved for construction within the Pinelands Area on which no new facilities are proposed. There are forty-one existing facilities outside the Pinelands Area which affect the Comprehensive Plan.

A breakdown of the facility classifications can be found at the end of this report under Tab 6 entitled "Facility Summary Chart".

The following summaries outline the available information for each facility at the time of the "Comprehensive Plan" submission. A time frame is specified for each site which relates to when the CP's expect to propose the facility, either within a 5 or 10 year time frame. It should be noted however, that due to market demands or changing technology a 10 year site may at any time become a 5 year site and vice versa.

Proposed Cellular Communication Facilities Which Are Unlikely To Be Located On Existing Structures:

Facility 1 (10 year site):

This facility is proposed by **Comcast** and is located in **Manchester** within the "height and least number of structures restricted" area. The facility is required for coverage.

Facility 2 (10 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Pemberton** within the "height and least number of structure restricted" area. The facility is required for coverage.

Facility 5 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Barnaget** within the "height and least number of structures restricted" area. The facility is required for coverage.

This facility is proposed in the area of the Pine Plains, one of the special areas which the Pinelands Commission regulations seek to protect from visual intrusions. This facility does not appear to be one which can be relocated nor does it seem likely to be located on an existing structure. The CPs recognize their obligation to minimize the visual impact upon the Pine Plains and will pursue locations and design features to mitigate the impact to the maximum extent practicable

Facility 7 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Woodland** within the "height and least number of structures restricted" area. The facility is required for coverage. Municipal approval has been acquired for this facility.

Facility 8 (5 year site):

This facility is proposed by **Comcast** and is located in **Medford Lakes** within the "unrestricted" area. The facility is required for coverage.

Facility 9 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** and is located in **Evesham** within the "height restricted" area. The facility is required for coverage.

Facility 11 (5 year site):

This facility is proposed by **Comcast** with **Bell Atlantic Mobile** and **Nextel** as co-locators and is located in **Shamong** within the "height restricted" area. The facility is required for coverage.

Facility 12 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Hammonton** within the "height restricted" area. The facility is required for coverage.

Facility 14 (10 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Buena Vista** within the "height restricted" area. The facility is required for coverage.

This facility is proposed in the general vicinity of the Great Egg Harbor River, a Pinelands designated scenic resource and federally designated scenic and recreational river, but not so close in proximity that it is likely to visually intrude upon the river.

Facility 15 (5 year site):

This facility is proposed by **Comcast** with **Nextel** as a co-locator and is located in **Monroe** within the "height restricted" area. The facility is required for coverage.

Facility 16 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** and **Nextel** as co-locators and is located in **Mullica** within the "height and least number of structures restricted" area. The facility is required for coverage.

This facility is proposed in close proximity to the Mullica river, a Pinelands designated river from which visual intrusions are to be avoided to the maximum extent practicable. The CPs recognize their obligation to minimize the visual impact upon the area and will pursue locations and design features to mitigate the impact to the maximum extent practicable.

Facility 17 (10 year site):

This facility is proposed by **Comcast** and is located in **Hamilton** within the "height restricted" area. The facility is required for coverage.

Facility 21 (10 year site):

This facility is proposed by **Comcast** and is located in **Maurice River** within the "height restricted" area. The facility is required for coverage.

This facility is proposed near the Manumuskin River, a Pinelands designated river from which visual intrusions are to be avoided to the maximum extent practicable. It is also a federally designated scenic and recreational river. One of the goals of such a designation is to protect its scenic views. The CPs recognize their obligations in these regards, including federal review, if a communication facility is proposed within the federally designated river corridor and will pursue locations and design features to mitigate the impact to the maximum extent practicable.

Facility 23 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** and **Nextel** as a co-locators and is located in **Woodbine** within the "unrestricted" area. The facility is required for coverage.

Facility 55 (5 year site):

This facility is proposed by **Nextel** and is located in **Galloway** within the "unrestricted" area. The facility is required for coverage.

Facility 56 (5 year site):

This facility is proposed by **Comcast** and is located in **Egg Harbor** within the "unrestricted" area. The facility is required for coverage.

Proposed Cellular Communication Facilities Which May Be Located On Existing Structures:

Facility 3 (10 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** as a co-locator and is located in **Manchester** in the "unrestricted" area. The facility is required for coverage.

Facility 4 (5 year site):

This facility is proposed by **Comcast** and is located in **Barnaget** within the "unrestricted" area. The facility is required for coverage.

Facility 6 (10 year site):

This facility is proposed by **Bell Atlantic Mobile** with **Comcast** and **Nextel** as co-locators and is located in **Tabernacle** within the "height and least number of structures restricted" area. The facility is required for coverage.

Facility 10 (5 year site):

This facility is proposed by **Comcast** with **Nextel** as a co-locator and is located in **Medford** within the "unrestricted" area. The facility is required for coverage.

Facility 13 (10 year site):

This facility is proposed by **Comcast** and is located in **Hammonton** within the "unrestricted" area. The facility is required for coverage.

Facility 18 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** and is located in **Hamilton** within the "unrestricted" area. The facility is required for coverage and capacity.

Facility 22 (10 year site):

This facility is proposed by **Comcast** and is located in **Maurice River** within the "height and least number of structures restricted" area. The facility is required for coverage.

This facility is proposed in close proximity to the Tuckahoe River, a Pinelands designated scenic river; however, it is expected that any visual impact of this facility will be minimized by locating this facility on an existing structure. If that proves infeasible, steps to site and design a new structure will be taken to minimize the impact in accordance with Pinelands regulations.

Proposed Cellular Communication Facilities To Be Located On Existing Structures:

Facility 20 (5 year site):

This facility is proposed by **Comcast** on an existing 489' high structure located in **Buena Vista** within the "height restricted" area. The facility is required for coverage.

This facility is proposed in close proximity to the Tuckahoe River, a Pinelands designated scenic river; however, it is expected that any visual impact of this facility will be minimized by locating this facility on an existing structure.

Facility 24 (5 year site):

This facility is proposed by **Nextel** on an existing 150' high **Bell Atlantic Mobile** structure located in **Manchester** within the "unrestricted" area. The facility is required for coverage.

Facility 25 (5 year site):

This facility is proposed by **Bell Atlantic Mobile, Comcast** and **Nextel** on an existing 120' high structure located in **Washington** within the "height and least number of structures restricted" area. The facility is required for coverage.

Facility 28 (5 year site):

This facility is proposed by **Bell Atlantic Mobile** on an existing 240' high structure located in **Medford** within the "height restricted" area. The facility is required for coverage.

Facility 30 (5 year site):

This facility is proposed by **Nextel** on an existing 190' high **Bell Atlantic Mobile** structure located in **Monroe** within the "unrestricted" area. The facility is required for coverage.

Facility 33 (10 year site):

This facility is proposed by **Comcast** on an existing radio tower located in **Egg Harbor** within the "unrestricted" area. The facility is required for coverage.

Facility 34 (10 year site):

This facility is proposed by **Bell Atlantic Mobile** and **Comcast** and is located in **Hamilton** within the "height and least number of structures restricted" area.. There are several existing structures in the vicinity which may be suitable at time of development. The facility is required for coverage.

Facility 35 (10 year site):

This facility is proposed by **Comcast** and is located in **Weymouth** within the "height and least number of structures restricted" area. There is an existing structure in the vicinity which may be suitable at time of development. The facility is required for coverage.

Facility 41 (5 year site):

This facility is proposed by **Nextel** on an existing **Bell Atlantic Mobile** and **Comcast** facility located on an existing 297' high tower in **Woodland** within the "height and least number of structures restricted" area.

Facility 54 (5 year site):

This facility is proposed by **Nextel** on an existing water tank located in **Hamilton** within the "height and least number of structures restricted" area. The facility is required for coverage.

Existing Facilities with no new Proposed Facilities

Facility 19:

This is an existing **Bell Atlantic Mobile** facility located on an existing 150' high tower in **Egg Harbor** within the "unrestricted" area.

Facility 26:

This is an existing **Comcast** facility located on an existing 200' high structure in **Tabernacle** within the "unrestricted" area.

Facility 27:

This is existing **Bell Atlantic Mobile** facility located on an existing 180' high structure in **Tabernacle** within the "unrestricted" area.

Facility 29:

This is an existing **Comcast** and **Bell Atlantic Mobile** facility located on a 140' high structure in **Waterford** within the "unrestricted" area.

Facility 31:

This is an existing **Comcast** facility located on an existing 267' high structure in **Hamilton** within the "height and least number of structures restricted" area.

Facility 32:

This is an existing **Bell Atlantic Mobile** facility located on an existing 300' high structure in **Hamilton** within the "height and least number of structures restricted" area.

Facility 36:

This is an existing **Bell Atlantic Mobile** facility located on an existing 180' high tower in **Jackson** within the "height restricted" area.

Facility 37:

This is an existing **Comcast** facility located on an existing 186' high tower in **Jackson** within the "height restricted" area.

Facility 38:

This is an existing **Bell Atlantic Mobile** facility located on an existing 115' high water tank on the **McGuire Air Force Base** within a military area.

Facility 39:

This is an existing **Bell Atlantic Mobile** facility located on an existing 150' high tower in **Pemberton** within the "unrestricted" area.

Facility 40:

This is an existing **Comcast** facility located on an existing 168' high tower in **Pemberton** within the "unrestricted" area.

Facility 42:

This is an existing **Bell Atlantic Mobile** facility located on an existing 400' high tower in **Stafford** within the "unrestricted" area.

Facility 43:

This is an existing **Comcast** facility located on an existing 128' high water tank in **Medford** within the "unrestricted" area.

Facility 44:

This is an existing **Comcast** facility located on an existing 165' high water tank in **Evesham** within the "height restricted" area.

Facility 45:

This is an existing **Bell Atlantic Mobile** and **Comcast** facility located on an existing 135' high water tank in **Winslow** within the "height restricted" area.

Facility 46:

This is an existing **Comcast** facility located on an existing 140' high tower in **Hammonton** within the "unrestricted" area.

Facility 47:

This is an existing **Bell Atlantic Mobile** facility located on an existing 190' high tower in **Hammonton** within the "unrestricted" area.

Facility 48:

This is an existing **Bell Atlantic Mobile** facility located on an existing 180' high tower in **Galloway** within the "unrestricted" area.

Facility 49:

This is an existing **Comcast** facility located on an existing 207' high building in **Hamilton** within the "unrestricted" area.

Facility 50:

This is an existing **Bell Atlantic Mobile** and **Nextel** facility located on an existing 280' high tower in **Hamilton** within the "unrestricted" area.

Facility 51:

This is an existing **Comcast** facility located on an existing 180' high tower in **Upper** within the "height restricted" area.

Facility 52:

This is an existing **Comcast** facility located on an existing 150' high water tank in **Hamilton** within the "unrestricted" area.

Facility 53:

This is an existing **Nextel** facility located on an existing tower in **Hammonton** within the "unrestricted" area.

b. Map

FILE COPY

COMPREHENSIVE MAP OF CELLULAR FACILITIES IN THE PINELANDS AREA MARCH 1998

Received JUNE 1, 1998

Burlington County
Camden County
Gloucester County
Atlantic County
Ocean County
Cumberland County
Cape May County

36-BX
37-CX
38-BX
39-BX
40-CX
1-CP
2-BP,CP
24-BX,NP
3-BP,CP
41-BX,CX,NP
7-BP,CP
43-CX
44-CX
8-CP
28-BP
27-BX
26-CX
10-CP,NP
9-BP
6-BP,CP,NP
5-BP,CP
29-CX,BX
11-CP,BP,NP
4-CP
42-BX
25-BP,CP,NP
45-BX,CX
12-BP,CP
30-BX,NP
13-CP
47-BX
53-NX
46-CX
15-CP,NP
16-BP,CP,NP
14-BP,CP
31-CX
54-NP
33-CP
32-BX
48-BX
34-BP,CP
17-CP
55-NP
52-CX
49-CX
18-BP
20-CP
50-BX,NX
56-CP
35-CP
19-BX
21-CP
22-CP
51-CX
23-BP,CP & NP

0 2.5 5 Miles

LEGENDS

REGION LEGEND

- All Height/Least Number Restrictions Apply (Preservation Areas, Forest Areas, Special Agricultural Production Areas and Select Villages)
- Height Restricted; Least Number Restrictions Do Not Apply (APA, RDA and Select Villages)
- No Restrictions Apply (RGA and Pinelands Towns)

FACILITY LEGEND

- Existing Cellular Communications Facilities
- Proposed Cellular Communication Facilities to be Located on Existing Structures
- Proposed Cellular Communication Facilities Which may be Located on Existing Structures
- Proposed Cellular Communication Facilities Which are Unlikely to be Located on Existing Structures

CELL PROVIDER LEGEND

- BX - BAM Existing Cell
- CX - Comcast Existing Cell
- NX - Nextel Existing Cell
- BP - BAM Proposed Cell
- CP - Comcast Proposed Cell
- NP - Nextel Proposed Cell

KEY LEGEND

- Pinelands Boundary
- Township Boundary
- County Boundary
- Existing Road

N W E S

Tab 4
Code Compliance

CODE COMPLIANCE

Pursuant to N.J.A.C. 7:50 - 5.4, the Plan shall include:

1. **5 and 10 year horizons [N.J.A.C. 7:50-5.4, (c) 6]**

   The Plan, as submitted, does include such horizons as outlined, on a site by site basis, in the Comprehensive Map Summary, Tab 3a. It should be noted that these are projections only and are based upon current technology, market trends, and customer usage. The actual construction of a specific site may occur outside the projected time frame if any or all of the above conditions change.

2. **A review of alternative technologies that may become available for use in the near future [N.J.A.C. 7:50-5.4, (c) 6]**

   A review of alternative technologies has been attached hereto as Exhibit A.

3. **The approximate location of all proposed facilities [N.J.A.C. 7:50-5.4, (c) 6]**

   The Plan, as submitted, does include such locations as indicated on the Comprehensive Map, Tab 3b, in the Comprehensive Map Summary, Tab 3a, and as described in the spreadsheet included, Conclusion - Facility Summary Chart, Tab 6.

4. **Demonstration that the facilities to be located in the Preservation Area District, Forest Area, Special Agricultural Production Area and certain Pinelands Villages are the least number necessary to provide adequate service, taking into consideration the location of facilities outside the Pinelands that may influence the number and location of facilities needed within the Pinelands [N.J.A.C. 7:50-5.4, (c) 6]**

   Despite the fiercely competitive nature of the industry, all Cellular Providers (CPs) worked together to determine the least number of towers necessary within the Preservation Area District, the Forest Area, the Special Agricultural Production Area and specific Pinelands Villages. In fact, the CPs, in an effort to meet the spirit and not just the letter of the Code, cooperated to determine the least number of new facilities throughout the entire Pinelands Region.

   This was accomplished through 2 ½ years of cooperative effort between the CPs, Pinelands Staff, and the Pinelands technical consultants. By combining sites proposed separately by the various CPs and utilizing as many existing structures as practicable, the number of new facilities was diminished without impacting the CPs ability to provide minimum adequate service. For ease of reference, the total number of facilities proposed in each management area for each CP is located in the summary section of this Plan (Conclusion, Tab 6).

   Subject to Commission approval, it is the CPs position that any modification to this Plan requiring a new structure within the Preservation Area District, the Forest Area, the Special Agricultural Production Area and specific Pinelands Villages will require an amendment pursuant to N.J.A.C. 7:50-5.4 (c) 6.

5. **Demonstration of need for the facility to serve the local communication needs of the Pinelands, including those related to public health and safety, as well as demonstration of the need to locate the facility in the Pinelands in order to provide adequate service to meet those needs [N.J.A.C. 7:50-5.4, (c) 1]**

   The proposed facilities are needed to provide adequate coverage to the Pinelands pursuant to the CPs FCC licenses and customer requirements. The level of service upon which the Plan was based has been attached hereto as Exhibit C.

   The need for these types of facilities is recognized by the Appellate and Superior Courts of New Jersey who have found cellular facilities to be "inherently beneficial". Although the Supreme Court of New Jersey has not yet affirmatively classified these facilities as "inherently beneficial", the Court has recognized the need for wireless service in its recent decision, Smart SMR of New York, Inc. d/b/a Nextel Communications vs. Borough of Fair Lawn Board of Adjustment. The Court noted that "[I]n today's world, prompt and reliable information is essential to the public welfare..." To this end, the Court was satisfied that a proposed "facility, including the monopole, is a necessary part of an increasingly public service." In fact, the Court noted that a Federal Communications Commission (FCC) license will suffice to establish that the use serves the general welfare. Regarding placement of such facilities, the Court, in agreement with the Telecommunications Act of 1996, stated that municipal boards "may not altogether prohibit [mobile communication facilities] from being constructed within the municipality." They went on to say that their "goal in making these suggestions is to facilitate the decision of cases involving the location of telecommunication facilities..." (emphasis added).

   Although enhanced communications are beneficial to everyone, the fact that cellular service is utilized by Emergency Medical Services, Police and Firefighters (Public Need, Tab 5) greatly increases this need. In fact, the Federal Government has recognized the need for such communications and has made wireless communications a priority as evidenced by the enactment of the Telecommunications Act of 1996.

6. **Demonstration that the antenna utilizes an existing communications or other suitable structure, to the extent practicable [N.J.A.C. 7:50-5.4, (c) 3]**

   Wherever possible, the CPs have utilized existing structures. In fact, several of the proposed facilities will be or may be located on existing structures as depicted on the enclosed Comprehensive Map, Tab 3 and described in the Facility Summary Chart, Tab 6. It is important to note that this is a Master Plan and, as such, does not include particulars about specific sites, but, rather, sets forth a framework under which the CPs and the Pinelands staff can ensure, among other conclusions, that the "least number" criteria is met. The CPs will further address the use of existing structures at the time that an application for site approval is made to the Pinelands Commission.

It shall be noted that existing structures are not considered practicable for use until and unless:

- There is an agreement in place to use the structure with the land owner and or the structure owner,
- The property meets the Pinelands siting criteria for the placement of the CP's equipment shelter, and
- Access and utilities to the site are available.

It is important to note that existing wooden utility poles and similar type light weight structures would require significant modification to support a CP facility and are not, therefore, considered practicable for purposes of this Plan.

To ensure that existing structures were indeed utilized to the greatest extent possible, the CPs performed the following tasks: (a) obtained a database containing the locations of structures filed with the Federal Aviation Administration (FAA); (b) obtained maps from Atlantic Electric, PSE&G, and GPU indicating the location of each company's electrical lines; (c) performed a visual survey within the most restrictive management areas of the Pinelands; and (d) investigated a list provided by the Pinelands Staff of existing structures throughout the Pinelands and in close proximity to proposed facilities. All information was plotted and compared to proposed sites (see Code Compliance - Exhibit D). It should be noted that all information for existing structures was provided to the CPs by various outside sources and, therefore, the CPs do not certify its accuracy or completeness. Any existing structure found to be in close proximity to a proposed facility, was evaluated to determine if it might meet the technical needs of the proposed service area. After conducting this research the CPs believe that several structures may be feasible for use. The result of this research is illustrated on the Comprehensive Map, Tab 3, described in the Comprehensive Map Summary, Tab 3, and depicted in the Facility Summary Chart, Tab 6..

The CPs will continue to look at all existing structures going forward and address same at the time a Certificate of Filing is made.

The above facts adequately address the requirement that the Plan demonstrate consistency with Section c(3).

7. **Demonstration, or indication of the need to demonstrate when the actual siting of facilities is proposed, that the supporting structure is designed to accommodate the needs of any other local communications provider which has identified a need to locate a facility within an overlapping service area [N.J.A.C. 7:50-5.4, (c) 2]**

The CPs acknowledge that all new structures will be designed and constructed so that they can be extended, if need be, to a height of 200 feet for the purposes of co-location. Particular design criteria will be addressed at the time a Certificate of Filing is made.

The CPs co-location policy is attached hereto as Exhibit B.

8. **Demonstration, or indication of the need to demonstrate when the actual siting of facilities is proposed, that, if an existing communications or other suitable structure cannot be utilized, the antennas and any necessary supporting structure is located such that it meets all siting criteria per the Code [N.J.A.C. 7:50-5.4, (c) 4]**

   The CPs acknowledge that compliance with siting criteria as outlined in the Code is required. Such criteria will be addressed for each individual facility at the time that an application for site approval is made to the Pinelands Commission.

   The CPs certify that they have identified one or more locations for each approximate location that may currently meet the siting criteria and technical needs. The CPs further certify that any facilities which may have a visual impact as outlined in N.J.A.C. 7:50-5.4 (c) will be designed to minimize or avoid such impact to the maximum extent practicable.

9. **Demonstration, or indication of the need to demonstrate when the actual siting of facilities is proposed, that the antenna and any supporting structure does not exceed 200 feet in height, but, if of a lesser height, shall be designed so that the height can be increased to 200 feet if necessary to accommodate other local communications facilities in the future [N.J.A.C. 7:50-5.4, (c) 5]**

   The CPs acknowledge that all new structures will be designed and constructed so that they can be extended, if need be, to a height of 200 feet for the purposes of co-location. Particular design criteria will be addressed at the time a Certificate of Filing is made.

   The CPs co-location policy is attached hereto as Exhibit B.

10. **Demonstration that , where more than one entity is providing the same type of service or has a franchise for the area in questions, the Plan shall be agreed to and submitted by all such providers where feasible, and shall provide for the joint construction and use of the least number of facilities that will provide adequate service by all providers for the local communication system intended. Shared service between entities, unless precluded by Federal law or regulation, shall be part of the Plan when such shared services will reduce the number of facilities to be otherwise developed [N.J.A.C. 7:50-5.4, (c) 6].**

    The Plan is agreed to and submitted by entities providing the same type of service (fully duplexed voice and data service in the 800 MHz range). These entities are as follows: Bell Atlantic Mobile (BAM), Comcast/Cellular One (Comcast), and Nextel Communications (NEXTEL). The Plan, as submitted, provides for the joint construction and use of the least number of facilities that will provide adequate service by all providers as indicated on the Comprehensive Map, Tab 3b, in the Comprehensive Map Summary, Tab 3a, and as described in the spreadsheet included, Conclusion - Facility Summary Chart, Tab 6. Regarding shared services: All parties acknowledge that the term "shared services" actually applies to "shared frequencies". It is the CP's position that the FCC regulations, by their intent to create competition among providers, do not, and should not, provide for the sharing of frequencies. Such a concept, even if it were technically and legally feasible, would not significantly reduce the number of sites. The CPs are aware that the Pinelands Staff has written to the FCC to obtain input on the issue. The CPs are not aware of any response to date.

EXHIBIT A

A REVIEW OF FUTURE TECHNOLOGIES RELATED TO CELLULAR/WIRELESS COMMUNICATIONS

Recently the FCC has allocated 120 MHz of new spectrum at 1900 MHz to the wireless telecommunications industry. The public has referred to the new licensees as PCS wireless carriers. The radio spectrum (PCS) is much higher in frequency than what has been in use for cellular (850 MHz). The results of the higher frequency is a slight reduction in range.

The PCS systems will provide service using 1900 MHz. The service uses cell sites and communicates with portable handheld phones. The power levels are similar to standard cellular.

The FCC has separated the 120 MHz into spectrum for six wireless carriers. The first three carriers received 30 MHz each and the remaining three were allocated 10 MHz each. The six wireless carriers in the Pinelands local area are AT&T Wireless, Sprint (MTA), Omnipoint, Comcast PCS, Nextwave, and Rivgam (BTA).

AT&T and Omnipoint are providing a version of Time Division Multiple Access (TDMA) digital technology network, while Sprint is providing a Code Division Multiple Access (CDMA) technology. The other carriers have yet to reveal their plans for the new spectrum.

Bell Atlantic Mobile, Comcast and Nextel, are currently providing both digital and analog services. Bell Atlantic Mobile is providing CDMA and Comcast is providing TDMA.

All of these technologies are capable of co-existing and sharing antenna support structures at the same base station location. Since the technologies are isolated by distinct frequencies, interference may be avoided by following guidelines specified by the FCC.

Mobile satellite service is still being developed and deployed on trial basis. Several satellite services have been launched but issues that hinder the provision of complete services continue to arise. This technology is intended to provide very wide range telephone service but the limitations such as coverage in buildings, size of equipment, and cost of services, still remain. Iridium, produced by Motorola, has been the most notable system in this area.

EXHIBIT B

CO-LOCATION OPPORTUNITIES FOR WIRELESS PROVIDERS IN THE PINELANDS

In an effort to work with the communities of the New Jersey Pinelands to minimize the impact of wireless facilities, the Cellular Providers (CPs) have made a commitment to promote co-location. To the extent possible, they have made their existing tower structures available and will design and make all future structures available for use by other FCC-licensed wireless providers (WPs) in accordance with the policies set forth in this Exhibit B.

As a threshold matter, the parties to this Plan, including the Commission, recognize that a lessee can not grant more rights than it has under a lease. The CP's co-location policies under this Plan are as follows, subject always to this basic limiting principle:

A. Equal Access

1. Space on existing and proposed tower structures will be made available to other WPs in accordance with the process described in section E (Co-Location Procedures) below.

2. Requests for co-location will be considered in a timely manner.

3. No reciprocal agreements (e.g. quid pro quo access to another structure owned by the party requesting co-location) will be required to make an applicant eligible for co-location.

4. To facilitate initial and future co-locations, master agreements are encouraged.

5. The primary CP on a proposed tower structure will attempt to ensure that the lease allows for co-location by proposing and advocating lease agreement language that permits subleasing. Where the lessor does not permit subleasing, the CP agrees to be supportive of potential users in their attempts to work with the lessor.

6. Notice of construction of new structure will be provided in accordance with any relevant Pinelands Comprehensive Management Plan regulations.

B. Market Value Pricing

Co-location will be provided at fair market value rental rates. These rates will take into account rates in comparable leases for similar sites, and any site development costs incurred by the structure owner/operator during the site design, approvals, construction and maintenance stages for the site in question.

C. Design of Tower Structures

Tower structures will be designed to allow sufficient room for cables, antennas and equipment of future co-locators and to support the anticipated weight and wind load of their future additional facilities. Space for ground level maintenance, equipment shelter, and switching facilities will be reserved for future co-locators to the extent practical.

The tower structure will be designed to allow antenna attachment and independent maintenance at various heights.

The tower structure will be designed so as to be easily expandable to a height of 200 feet above ground level.

Relocation of existing antennas on a tower structure to accommodate a new co-locator will be permitted, if the new location(s) meet the existing co-locator's needs and the cost of the relocation is borne by the new co-locator. The relocation plans and schedules must be coordinated with the tower structure owner and in compliance with the lease agreement.

If any modifications (lease, structure, ground space, etc.) are required for an existing structure, the CP will attempt, at the time such modification is made, to make the site and structure suitable for co-location, both within the existing lease and otherwise.

D. Access and Utilities

Each co-locator will be responsible for independently obtaining and maintaining their respective required electric and telephone utility services. The tower structure owner or first tower user shall inform the telephone and electric companies, at the time of its utility installation, of the fact that the site may be occupied by other users in the future.

Co-locators will have (a) non-exclusive right of access for ingress and egress, seven (7) days a week, twenty four (24) hours a day, for the installation and maintenance of utility wires, poles, cables, conduits and pipes either over or underground, extending from the most appropriate public right of way to the tower structure area, and (b) access privileges to the tower facility area for all authorized personnel of co-locators for the maintenance and operation of their respective facilities.

E. Co-location Procedures

1. Application

When a WP has identified a need for service in an area where there is an existing or proposed CP tower structure, the WP may contact the CP and request the exact location, geographical coordinates, height and available ground space within the structure lease area, etc. Contacts for the CPs are as follows:

Company	Contact	Tel. No.	Fax No.
BAM	Engineering	610-715-6000	610-715-6029
COMCAST	Network Real Estate	610-995-5000	610-995-5224
NEXTEL	System Development	215-633-6300	215-633-6594

If the WP decides to pursue co-location on the structure, a formal application which contains information about the WPs radio frequency requirements, antennas specifications, equipment shelter dimensions, height of antennas, etc. will be provided to the tower owner. The application will be reviewed by the tower owner for any potential radio frequency interference issues, tower structural conflicts, electrical concerns, security or access issues, space availability, and lease term and regulatory compliance.

2. Approval

The application will be approved if there are no service disruptions or service affecting interference with existing signals, site operations or lease terms, regulatory conditions and lack of structural analysis failure issues. Existing site restrictions and technical incompatibility may not always permit co-location.

Should a structural analysis prove that the tower structure will not hold the additional antennas and equipment requested, the WP may investigate with the tower owner the possibility/feasibility and cost of modifying the tower structure or extending the height up to 200 feet subject to section E4, and relocating all existing users as necessary to accommodate the WP needs as well as the existing facilities and possible future co-locators. If the WP desires to pursue such reconstruction and/or relocation of antennas, and same is feasible, the CP will allow it provided such action does not cause unreasonable service disruptions or service affecting interference with existing signals, or cause interference with site operations, lease terms, regulatory conditions or future needs of the CP. CP retains all rights previously held, including, but not limited to, those regarding tower ownership, unless otherwise negotiated in the agreement with WP

Reasons for any denial of co-location requests will be provided to the applicant by the tower structure owner in writing.

3. Contract & Site Development

Once the tower owner approves the co-location application, a "co-location package" shall be supplied to the applicant by the owner including site plans and tower drawings. Concurrently, a license, sublease or other appropriate agreement, will be prepared, reviewed and executed by the parties.

Once an agreement for the specific site has been executed, site development and design will be coordinated between the tower owner and the applicant. Right of Way access will be provided in accordance with the agreement.

The WP will also contract with a design firm to prepare site plans and construction drawings as required by the WP and the tower owner (CP), and prepare the application for all required regulatory site plan approvals. When permits have been secured by the WP, a pre-construction meeting will be scheduled with the WP to ensure that all guidelines are followed in the planning and construction process with an emphasis on safety and security. Once construction is completed, access privileges to the secured lease area will be provided for all authorized personnel of the users of the facility for maintenance and operation in accordance with the agreement.

4. Application Period; Emergency Services; Compliance with Law

Applications to co-locate will continue to be accepted by the tower owner for a site as long as support structure space and ground space are still available. If sufficient ground space is not available, CP agrees to be supportive of potential users in their attempts to work with the lessor. Applications will be accepted on a first come first serve basis until the support structure can no longer hold additional facilities without compromising the service of existing co-locators or the structural integrity of the tower structure. CP reservations of co-location space in the Plan will be considered existing applications in terms of timing of submission since they are the basis upon which the Plan was created pursuant to N.J.A.C. 7:50-5.4(c)(6).

Co-location opportunities may be provided to emergency service providers free of tower rental charges utilizing the same procedures outlined in this section E.

All WPs must operate in compliance with all applicable local, state or federal, laws, rules and regulations.

EXHIBIT C

LEVEL OF SERVICE UPON WHICH THIS PLAN IS BASED

N.J.A.C. 7:50-5.4 effectively provides that the Pinelands Commission's goal for the cellular facilities plan is to provide adequate service which serves the local communication needs of the Pinelands. The facilities proposed by the CPs in this plan are indeed those which are needed to provide adequate service to the Pinelands pursuant to the CPs FCC licenses and customer requirements.

Currently, portions of the Pinelands receive either inadequate or no cellular telephone service. In some cases, these may represent rather large geographic areas, many of which are located in the less populated portions of the region. In others, stretches along highway arteries are not adequately served, leaving coverage gaps which lead to dropped calls or to a customer's inability to receive or make a call. Indeed, as is described in the Comprehensive Map Summary facility descriptions, all of the proposed communication facilities are needed to provide coverage with only two facilities providing coverage and capacity relief.

In evaluating the need for service, the CPs relied upon three widely recognized parameters which help to define service levels. These are uniformly used by the CPs inside and outside the Pinelands and consist of:

1. Signal to Interference ratio at audio

This parameter describes the ratio of the power of the intended (desired) audio signal in the customer audio band (typically 30 - 3,400 Hz) to the power level of interference from all other sources in the same frequency band. In cellular radio, interference is typically the result of other signals in the same (RF) frequency band, present due to the practice of frequency re-use in other cells.

2. Dropped call rate

This parameter represents the ratio of the number of dropped calls to the total number of active calls in a service area. The "dropped call" rate is measured over a period of time. A "dropped call" is a previously active call, which was ended due to non-availability of cellular communication services to customers in the service area. For purposes of this plan, "non-availability" in the "service area" refers to customers (and equipment that serves customers) who are physically present inside the Pinelands, and is limited to services and equipment of the provider to the Pinelands customer. Specifically, a call dropped due to non-availability of service (or non-availability of equipment) to a

customer who is outside the Pinelands is not considered a "dropped call" for purposes of assessing the "dropped call" rate in the Pinelands.

3. Blocked call rate

This parameter represents the ratio of the number of blocked calls to the number of all dialed calls made in a service area. The "blocked call" rate is measure over a unit of time (order of magnitude of a minute). A "blocked call" is a dialing attempt from the service area that does not result in an active call due to non-availability of cellular phone service or equipment to the service area calling party. The probability of a "blocked call" can increase in the event of a public emergency located in an area of inadequate service. For the purposes of this plan, "non-availability" in the "service area" refers to customers (and equipment that serves customers) who are physically present inside the Pinelands, and is limited to services and equipment of the provider to the Pinelands customer. Specifically, a "blocked call" due to non-availability of service (or non-availability of equipment) to a customer who is outside the Pinelands is not considered a "blocked call" for purposes of assessing the "dropped call" rate in the Pinelands.

Though the CPs maintain that the establishment of technical need for service lies under the sole jurisdiction of the FCC, detailed technical information was provided to the Pinelands Commission's technical consultants to allow them to independently evaluate the need for the proposed facilities. The CPs firmly believe that each of the currently proposed facilities is needed to provide minimum adequate service and recognize that, based upon CP provided information, the Commission's technical consultants have evaluated the need for these facilities. The CPs have developed this plan to meet their anticipated service needs for the next ten years, however, any modification in technical standards may require evaluation changes to be used in the future.

EXHIBIT D

MISCELLANEOUS EXISTING PINELANDS STRUCTURES NOT CURRENTLY OCCUPIED BY CPs

ID	NAME	dec_lat	dec_long	lat/d	lat/m	lat/s	lon/d	lon/m	lon/s	AMSL	Ov Str Ht	Str Typ
1	Hammonton	39.6438889	74.8225	39	38	38	74	49	21	243	113	TWR
2	Hammonton	39.6252778	74.7894444	39	37	31	74	47	22	325	225	TWR
3	Hammonton	39.6438889	74.8225	39	38	38	74	49	21	243	113	TWR
4	Waterford Works	39.7288889	74.8447222	39	43	44	74	50	41	1049	937	TWR
5	Waterford Works	39.7344444	74.8411111	39	44	4	74	50	28	1049	930	TWR
6	Cedar Brook	39.7444444	74.9122222	39	44	40	74	54	44	430	238	TWRS
7	Cedar Brook	39.7436111	74.9286111	39	44	37	74	55	43	350	200	TWR
8	Berlin	39.8036111	74.9330556	39	48	13	74	55	59	464	310	TWR
9	Medford Lakes	39.8452778	74.8291667	39	50	43	74	49	45	411	261	TWR
10	Vincentown	39.9522222	74.7680556	39	57	8	74	46	5	247	206	T - L TWR
11	Tabernacle	39.83	74.7361111	39	49	48	74	44	10	340	250	TWR
12	Jackson Twp	40.0713889	74.3561111	40	4	17	74	21	22	211	111	TWR
13	Whiting	39.9469444	74.4108333	39	56	49	74	24	39	258	109	TWR
14	Whiting	39.9016667	74.4066667	39	54	6	74	24	24	406	246	TWR
15	Chatsworth	39.8641667	74.5397222	39	51	51	74	32	23	457	300	TWRS
16	Chatsworth	39.8644444	74.5444444	39	51	52	74	32	40	500	350	TWR
17	Chatsworth	39.8422222	74.5452778	39	50	32	74	32	43	400	272	TWR
18	Manahawkin	39.6966667	74.2708333	39	41	48	74	16	15	183	132	TWR
19	Manahawkin	39.7536111	74.3116667	39	45	13	74	18	42	353	210	TWR
20	Manahawkin	39.7144444	74.2541667	39	42	52	74	15	15	300	230	TWR
21	Barnegat	39.7516667	74.2605556	39	45	6	74	15	38	389	300	TWR
22	Barnegat	39.7605556	74.2602778	39	45	38	74	15	37	397	283	TWR
23	Barnegat	39.7491667	74.3905556	39	44	57	74	23	26	430	331	TWRS
24	Barnegat	39.7577778	74.2497222	39	45	28	74	14	59	370	250	TWR
25	Nesco	39.6494444	74.6430556	39	38	58	74	38	35	170	100	F-TWR
26	Egg Harbor	39.3625	74.5822222	39	21	45	74	34	56	217	187	TWR
27	Egg Harbor City	39.5477778	74.6380556	39	32	52	74	38	17	566	499	TWR
28	Pleasantville	39.4861111	74.6002778	39	29	10	74	36	1	197	132	TANK
29	Pleasantville	39.4513889	74.5988889	39	27	5	74	35	56	218	142	TWR
30	Pleasantville	39.4552778	74.5880556	39	27	19	74	35	17	229	159	BLDG
31	Pleasantville	39.3855556	74.5797222	39	23	8	74	34	47	306	286	TWR
32	Pleasantville	39.4155556	74.5313889	39	24	56	74	31	53	300	255	TWR
33	Pleasantville	39.4130556	74.5230556	39	24	47	74	31	23	298	250	TWR
34	Pleasantville	39.4491667	74.5661111	39	26	57	74	33	58	165	105	BLDG
35	Pleasantville	39.4702778	74.5833333	39	28	13	74	35	0	235	165	TWR
36	Hamilton	39.4605556	74.6852778	39	27	38	74	41	7	340	270	TWR
37	McKee City	39.4569444	74.6397222	39	27	25	74	38	23	303	218	BLDG-TWR
38	Elwood	39.5547222	74.7147222	39	33	17	74	42	53	373	297	TWRS
39	Elwood	39.5558333	74.7463889	39	33	21	74	44	47	570	500	TWR
40	Elwood	39.5491667	74.7338889	39	32	57	74	44	2	392	312	TWR
41	Elwood	39.6022222	74.75	39	36	8	74	45	0	305	215	TWR
42	Absecon	39.4436111	74.5972222	39	26	37	74	35	50	230	163	TWR

EXHIBIT D

MISCELLANEOUS EXISTING PINELANDS STRUCTURES NOT CURRENTLY OCCUPIED BY CPs

ID	NAME	dec_lat	dec_long	lat/d	lat/m	lat/s	lon/d	lon/m	lon/s	AMSL	Ov Str Ht	Str Typ
43	Mays Landing	39.4441667	74.6877778	39	26	39	74	41	16	285	225	TWR
44	Mays Landing	39.4369444	74.6841667	39	26	13	74	41	3	342	292	TWR
45	Mays Landing	39.4433333	74.695	39	26	36	74	41	42	260	210	TWR
46	Cologne	39.5094444	74.5936111	39	30	34	74	35	37	295	235	TWR
47	Northfield	39.3766667	74.5616667	39	22	36	74	33	42	373	353	TWR
48	Galloway Twp	39.4455556	74.5288889	39	26	44	74	31	44	168	145	TWR
49	Whitehorse	39.4569444	74.535	39	27	25	74	32	6	182	122	TWR
50	Woodbine	39.3208333	74.7711111	39	19	15	74	46	16	522	499	TWR
51	Woodbine	39.2352778	74.8108333	39	14	7	74	48	39	260	222	TWR
52	Woodbine	39.2419444	74.8130556	39	14	31	74	48	47	203	163	TANK
53	Woodbine	39.2277778	74.7905556	39	13	40	74	47	26	149	110	TWR
54	Petersburg	39.2533333	74.7222222	39	15	12	74	43	20	280	260	TWR
55	Milmay	39.4375	74.8677778	39	26	15	74	52	4	589	489	TWR
56	Dorothy	39.3980556	74.8191667	39	23	53	74	49	9	271	203	TWR
57	Folsom	39.6177778	74.8541667	39	37	4	74	51	15	294	209	TWR
58	Cumberland	39.3758333	74.9627778	39	22	33	74	57	46	305	255	TWR
59	Browns Mills	39.9602778	74.5094444	39	57	37	74	30	34	100?	100?	TANK
60	Atlantic City	39.4688889	74.5838889	39	28	8	74	35	2	317	250	TWR
61	Mizpah	39.480017	74.853009								180	TWR
62	Hamilton	39.486885	74.838456									F-TWR
63	Dennis	39.304554	74.860285									F-TWR
64	Egg Harbor	39.435683	74.625825									F-TWR
65	Bass River	39.641117	74.423703									F-TWR
66	Winslow	39.667967	74.900709									F-TWR
67	Medford Lakes	39.831566	74.811776									F-TWR
68	Tabernacle	39.8072222	74.589999	39	48	26	74	35	24			F-TWR
69	Woodland	39.890261	74.583783									F-TWR
70	Lacey	39.838434	74.338812									F-TWR

Note: All coordinates are NAD27

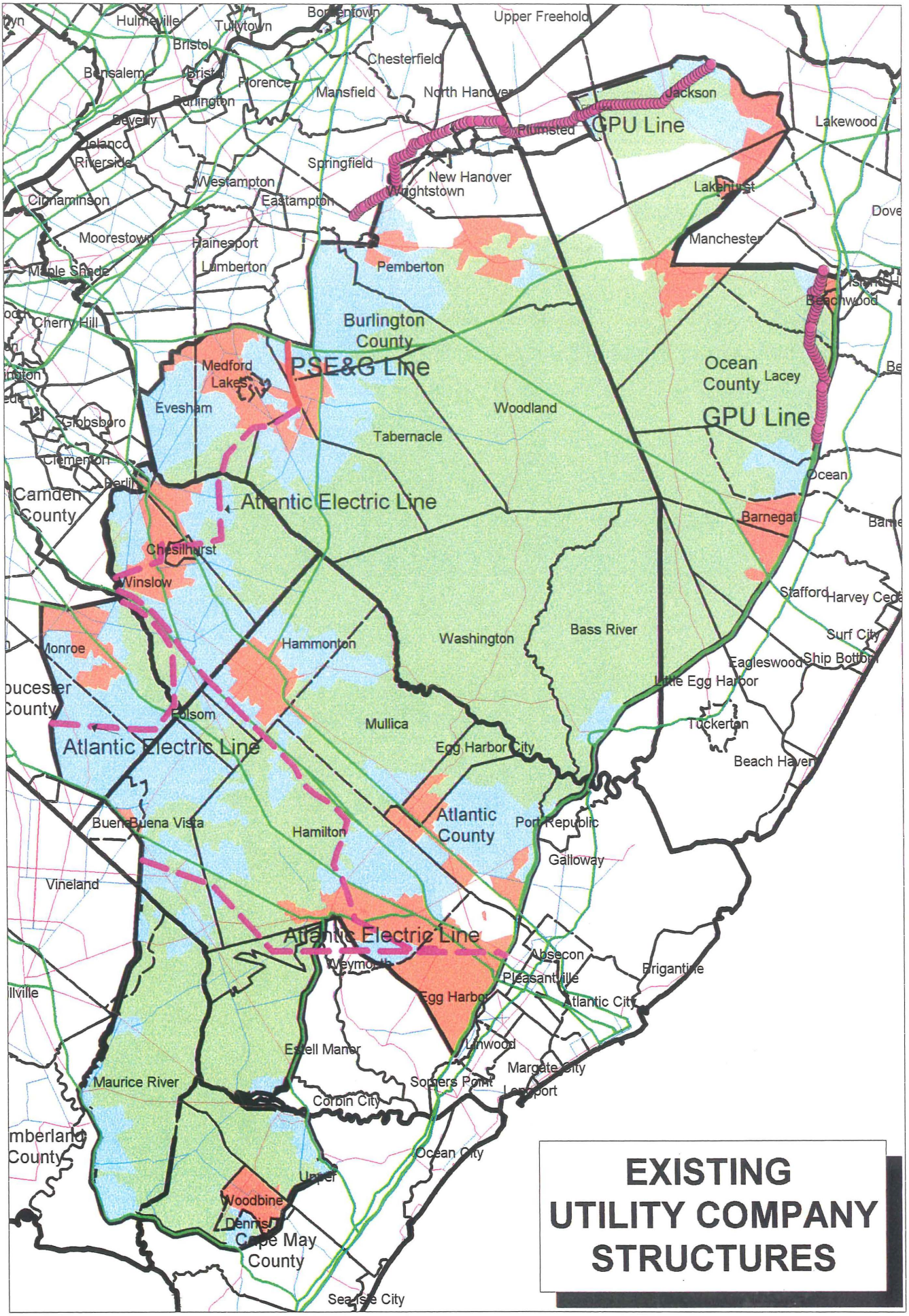
EXHIBIT D

LOCATION OF EXISTING CP FACILITY STRUCTURES

dec_lat	dec_long	lat/d	lat/m	lat/s	lon/d	lon/m	lon/s	LABEL
39.648056	74.940833	39	38	53	74	56	27	30-BX,NP
39.678611	74.870556	39	40	43	74	52	14	45-BX,CX
39.758611	74.883333	39	45	31	74	53	0	29-CX,BX
39.857222	74.873889	39	51	26	74	52	26	44-CX
39.902222	74.822778	39	54	8	74	49	22	43-CX
39.830000	74.736389	39	49	48	74	44	11	26-CX
39.839444	74.736667	39	50	22	74	44	12	27-BX
39.971667	74.583333	39	58	18	74	35	0	39-BX
39.968889	74.591111	39	58	8	74	35	28	40-CX
40.050000	74.586667	40	3	0	74	35	12	38-BX
40.070833	74.357778	40	4	15	74	21	28	37-CX
39.958056	74.379444	39	57	29	74	22	46	24-BX,NP
39.864167	74.540000	39	51	51	74	32	24	41-BX,CX,NP
39.703889	74.532500	39	42	14	74	31	57	25-BP,CP,NP
39.457778	74.639722	39	27	28	74	38	23	49-CX
39.405556	74.572222	39	24	20	74	34	20	19-BX
39.436944	74.687222	39	26	13	74	41	14	50-BX,NX
39.286667	74.754722	39	17	12	74	45	17	51-CX
39.439444	74.856944	39	26	22	74	51	25	20-CP
39.555278	74.746389	39	33	19	74	44	47	31-CX
39.549722	74.735278	39	32	59	74	44	7	32-BX
39.623889	74.821667	39	37	26	74	49	18	47-BX
39.617500	74.820556	39	37	3	74	49	14	46-CX
40.111111	74.352500	40	6	40	74	21	9	36-BX
39.547222	74.637778	39	32	50	74	38	16	33-CP
39.715833	74.291944	39	42	57	74	17	31	42-BX
39.406667	74.829444	39	24	24	74	49	46	35-CP
39.479444	74.838889	39	28	46	74	50	20	34-BP,CP
39.841111	74.831111	39	50	28	74	49	52	28-BP
39.524028	74.653222	39	31	26.5	74	39	11.6	48-BX
39.452778	74.738889	39	27	10	74	44	20	52-CX
39.625000	74.788611	39	37	30	74	47	19	53-NX
39.560000	74.726111	39	33	36	74	43	34	54-NP

Note: All coordinates are NAD27

EXHIBIT D


Hulmeville
Tullytown
Bristol
Bensalem
Florence
Burlington
Beverly
Delanco
Riverside
Cinnaminson
Moorestown
Maple Shade
Cherry Hill
Chesterfield
Mansfield
Springfield
Westampton
Eastampton
Lumberton
Hainesport
Pemberton
New Hanover
Wrightstown
Upper Freehold
North Hanover
Jackson
Plumsted
GPU Line
Lakewood
Lakehurst
Manchester
Dove
Beachwood
Burlington County
PSE&G Line
Medford Lakes
Evesham
Tabernacle
Woodland
Ocean County
Lacey
GPU Line
Ocean
Barnegat
Camden County
Atlantic Electric Line
Chesilhurst
Winslow
Monroe
Hammonton
Washington
Bass River
Stafford
Harvey Ceda
Surf City
Ship Bottom
Eagleswood
Little Egg Harbor
Tuckerton
Beach Haven
Folsom
Mullica
Egg Harbor City
Atlantic Electric Line
Buena Vista
Hamilton
Atlantic County
Port Republic
Galloway
Vineland
Atlantic Electric Line
Absecon
Pleasantville
Brigantine
Atlantic City
Egg Harbor
Estell Manor
Linwood
Margate City
Somers Point
Longport
Maurice River
Corbin City
Ocean City
Upper
Woodbine
Dennis
Cape May County
Sea Isle City
EXISTING
UTILITY COMPANY
STRUCTURES

7. Depth to Seasonal High Water Table, Plate 7, as amended as of August 21, 1995;

8. Hydrologic Soil Group, Plate 8, as amended as of August 21, 1995;

9. Soil Factors Limiting Use for Septic Tank Absorption Fields, Plate 9, as amended as of August 21, 1995;

10. Vegetation, Plate 10, as amended as of August 21, 1995;

11. Wildland Fire Hazard Classification, Plate 11, as amended as of August 21, 1995;

12. Watersheds Supporting Characteristics Pinelands Aquatic Communities, Plate 12;

13. Prehistoric Archaeologic Resources, Plate 13, as amended as of August 21, 1995;

14. Historic, Archaeologic and Architectural Resources, Plate 14, as amended as of August 21, 1995;

15. Cultural Subregions, Plate 15, as amended as of August 21, 1995;

16. Land Use, Plate 16, as amended as of August 21, 1995;

17. Sewer Service Areas, Plate 17, as amended as of August 21, 1995;

18. Water Service Areas, Plate 18, as amended as of August 21, 1995;

19. Solid Waste Disposal Sites, Plate 19, as amended as of August 21, 1995;

20. Transportation Systems, Plate 20, as amended as of August 21, 1995;

21. Major Public Land Holdings, Plate 21, as amended as of August 21, 1995;

22. Resource Extraction Areas, Plate 22, as amended as of August 21, 1995;

23. Ecological Critical Area Importance Values, Plate 27, as amended as of August 21, 1995;

24. Land Capability, Plate 28, as amended as of April 1, 1996;

25. Zoning maps, master plans and land use ordinances certified by the Commission under the provisions of N.J.A.C. 7:50-3;

26. Special Areas Map, Figure 7.1.

Petition for Rulemaking: amend Berkeley Township portion of Land Capability Map.
See: 20 N.J.R. 936(a), 1486(a), 2325(d).
Petition for Rulemaking: amend Manchester Township portion of Land Capability Map.
See: 21 N.J.R. 345(a), 1025(a), 1460(b), 1913(a), 2403(b).
Petition for Rulemaking: Revise the Pinelands Land Capability Map referred to in (a)24.
See: 23 N.J.R. 2062(d), 23 N.J.R. 2882(c).
Withdrawal of Petition for Rulemaking: Withdrawal of petition which had been published at 23 N.J.R. 2062(d).
See: 23 N.J.R. 2062(d), 23 N.J.R. 2882(c), 23 N.J.R. 3825(d).
Petition for Rulemaking: Revise the Pinelands Land Capability Map referred to in (a)24.
See: 26 N.J.R. 3752(a), 26 N.J.R. 4834(c).
Amended by R.1994 d.590, effective December 5, 1994.
See: 26 N.J.R. 165(a), 26 N.J.R. 4795(a).
Amended by R.1995 d. 449, effective August 21, 1995.
See: 27 N.J.R. 1557(a), 27 N.J.R. 1927(a), 27 N.J.R. 3158(a).
Amended by R.1996 d.170, effective April 1, 1996.
See: 27 N.J.R. 3532(a), 27 N.J.R. 3895(a), 28 N.J.R. 1848(a).
In (a)24 substituted April 1, 1996 for August 21, 1995.

7:50-5.4 Height limitations

(a) In all Pinelands Management Areas other than Regional Growth Areas and Pinelands Towns, no structure, including radio and television transmission and other communication facilities which are not accessory to an otherwise permitted use, shall exceed a height of 35 feet, except as provided in (b) below.

(b) The height limitation in (a) above shall not apply to any of the following structures, provided that such structures are compatible with uses in the immediate vicinity and conform to the objectives of N.J.A.C. 7:50-6, Part X: antennas which do not exceed a height of 200 feet and which are accessory to an otherwise permitted use, silos, barns and other agricultural structures, church spires, cupolas, domes, monuments, water towers, fire observation towers, electric transmission lines and supporting structures, windmills, smokestacks, derricks, conveyors, flag poles and masts, or aerials, solar energy facilities, chimneys and similar structures required to be placed above the roof level and not intended for human occupancy.

(c) The height limitation in (a) above shall not apply to the antenna and any supporting structure of a local communication facility of greater than 35 feet, provided that:

1. There is a demonstrated need for the facility to serve the local communication needs of the Pinelands, including those related to public health and safety, as well as a demonstrated need to locate the facility in the Pinelands in order to provide adequate service to meet these needs;

2. The supporting structure is designed to accommodate the needs of any other local communications provider which has identified a need to locate a facility within an overlapping service area;

3. The antenna utilizes an existing communications or other suitable structure, to the extent practicable;

4. If an existing communications or other suitable structure cannot be utilized, the antenna and any necessary supporting structure is located such that it:

i. Meets technical operating requirements;

ii. Minimizes visual impacts as viewed from publicly dedicated roads and highways and from other areas

frequented by the public by, in order of decreasing priority:

(1) Avoiding, to the maximum extent practicable, any direct line of sight from low intensive recreation facilities and campgrounds; and

(2) Minimizing the length of time that an antenna structure is visible from publicly dedicated roads and highways;

iii. Avoids, to the maximum extent practicable, visual impacts as viewed from the wild and scenic rivers and special scenic corridors listed in N.J.A.C. 7:50-6.105(a), the Pine Plains and area necessary to maintain the ecological integrity of the Pine Plains, as depicted on the Special Areas Map, Figure 7.1;

iv. Maintains a distance of at least five miles from the Forked River Mountains and otherwise minimizes visual impacts as viewed from the Forked River Mountains, as depicted on the Special Areas Map, Figure 7.1;

v. Minimizes visual impacts as viewed from existing residential dwellings located on contiguous parcels through adherence to the buffer and setback requirements established in the certified land use ordinances of the municipality in which the facility is proposed to be located; and

vi. If proposed in the Preservation Area District, Forest Area, Special Agricultural Production Area, or Rural Development Area, is located in one of the following areas:

(1) In a certified municipal commercial or industrial zone, including a mixed use zone which permits a variety of non-residential uses. If the facility is proposed in an industrial zone within the Forest or Preservation Area District where resource extraction is the primary permitted use, the facility shall be located on the parcel of an approved resource extraction operation in accordance with (c)4vi(3) below;

(2) On developed publicly owned lands within 500 feet of an existing structure, provided that the facility will be located on previously disturbed lands that have not subsequently been restored and that no facility will be located on State, county, or municipal conservation lands, State recreation lands or county and municipal lands used for low intensity recreational purposes;

(3) On the parcel of an approved resource extraction operation, provided that the facility will be located on previously disturbed lands that have not subsequently been restored;

(4) On the parcel of an existing first aid or fire station; or

(5) On the parcel of an existing landfill, provided that the facility will be located on previously disturbed lands that have not subsequently been restored;

5. The antenna and any supporting structure does not exceed 200 feet in height but, if of a lesser height, shall be designed so that its height can be increased to 200 feet if necessary to accommodate other local communications facilities in the future;

6. If the facility is proposed to be located in any Pinelands management area other than a Regional Growth Area or a Pinelands Town, a comprehensive plan for the entire Pinelands Area must be submitted to the Pinelands Commission for certification. If the facility is proposed to be located in a Military and Federal Installation Area, submission of such a plan shall only be required if the facility is to be located outside the substantially developed area of the installation. Said plan shall include five and 10 year horizons, a review of alternative technologies that may become available for use in the near future, and the approximate location of all proposed facilities. Said plan shall also demonstrate that the facilities to be located in the Preservation Area District, Forest Area, Special Agricultural Production Area and Pinelands Villages of Bamber Lake, Beckerville, Belcoville, Belleplain, Brookville, Chatsworth, Dorothy, Eldora, Elwood, Estell Manor, Green Bank, Jenkins, Lower Bank, North Dennis, Sweetwater, Warren Grove and Weekstown are the least number necessary to provide adequate service, taking into consideration the location of facilities outside the Pinelands that may influence the number and location of facilities needed within the Pinelands. Said plan shall also demonstrate consistency with (c)1 and 3 above and either demonstrate, or note the need to demonstrate, consistency with (c)2, 4 and 5 when the actual siting of facilities is proposed. Where more than one entity is providing the same type of service or has a franchise for the area in question, the plan shall be agreed to and submitted jointly by all such providers, where feasible, and shall provide for the joint construction and use of the least number of facilities that will provide adequate service by all providers for the local communication system intended. Shared service between entities, unless precluded by Federal law or regulation, shall be part of the plan when such shared services will reduce the number of facilities to be otherwise developed.

i. Upon receipt of the comprehensive plan, or amendments to a previously approved plan, the Executive Director shall give notice of and set the date, time, and place for a public hearing for consideration of the plan. The public hearing shall be held by the Executive Director within 60 days following receipt of the comprehensive plan in accordance with the provisions of N.J.A.C. 7:50-4.3.

ii. Upon completion of the public hearing, the Executive Director shall review the comprehensive plan and the record of the hearing and shall, within 90 days following receipt of the plan, submit a report to the Commission setting forth proposed findings and a recommended order as to whether the plan is in conformance with the minimum standards of this section.

iii. Upon receipt of the report of the Executive Director, the Commission shall review the findings, conclusions, and recommendation of the Executive Director and shall, within 120 days following receipt of the plan, approve, approve with conditions or disapprove the plan. If the plan is disapproved or conditionally approved, the Commission shall specify the changes necessary in order to secure Commission approval of the plan.

iv. Upon Commission approval of a comprehensive plan, the Commission shall review any proposed development in accordance with the standards of N.J.A.C. 7:50-5.4(c)1 through 3, 4i through v and 5, the approved plan, and the other standards of this Plan.

v. Applicants may propose amendments to an approved plan from time to time. Any such amendments shall be agreed to and submitted jointly by all of the local communications providers who provide the same type of service or have a franchise within the Pinelands Area. Operators with newly awarded franchises that did not participate in the development of the original plan shall be given the opportunity to participate in the proposal of amendments. In the event that any provider declines to participate in the amendment process, the Commission may proceed with its review of the amendment. All amendments shall be reviewed by the Commission according to the requirements set forth in (c)6 above and according to the procedures set forth in (c)6i through iii above;

7. A certification is submitted to the Commission and the appropriate municipality every five years that the facility is still in use and that its current height can not be decreased because of operational needs. Any facility shall be removed and restoration of the parcel shall be completed in accordance with N.J.A.C. 7:50-6.24 within 12 months of the original user or users ceasing operations, unless the Commission determines that the facility is necessary for additional users that otherwise would qualify for the construction of a new local communications facility pursuant to this section. Any oversized facility shall be reduced within 12 months of the certification.

(d) Computer simulation models, photographic juxtaposition and other similar techniques may be used by the Commission in determining compliance with the visual impact standards set forth in (c)4ii, iii and iv above.

Amended by R.1994 d.590, effective December 5, 1994.
See: 26 N.J.R. 165(a), 26 N.J.R. 4795(a).
Amended by R.1995 d.449, effective August 21, 1995.
See: 27 N.J.R. 1557(a), 27 N.J.R. 1927(a), 27 N.J.R. 3158(a).
Amended by R.1996 d.225, effective May 20, 1996.
See: 27 N.J.R. 3878(a), 28 N.J.R. 2596(a).
In (c)7 substituted 7:50-6.24 for 7:50-6.23(a)1 through 6.

7:50-5.5 Setback standards

(a) All buildings within the Preservation Area District, Rural Development Area, and Forest Area shall be set back from public, paved roads in accordance with N.J.A.C. 7:50-6.103 and 104.

(b) All structures within 1,000 feet of rivers designated in N.J.A.C. 7:50-6.105(a) shall be screened in accordance with the requirements set forth therein.

Amended by R.1994 d.590, effective December 5, 1994.
See: 26 N.J.R. 165(a), 26 N.J.R. 4795(a).

7:50-5.6 through 7:50-5.10 (Reserved)

PART II—PINELANDS MANAGEMENT AREAS

7:50-5.11 Purpose

In order to ensure that the development and use of land in the Pinelands meet the minimum standards of this Plan, the Pinelands Commission hereby finds that it is necessary to establish eight management areas governing the general distribution of land uses and intensities in the Pinelands. Except for Special Agricultural Production Areas and the Pinelands Villages, the boundaries of the Management areas are set forth on the Land Capability Map identified in N.J.A.C. 7:50-5.3. Special Agricultural Production Areas and additional Agricultural Production Areas may be created as an element of a municipal master plan or land use ordinance under the provisions of N.J.A.C. 7:50-5.14 and 5.15. The boundaries of Pinelands Villages shall be delineated in accordance with the criteria in N.J.A.C. 7:50-5.16. The boundaries of the management areas may be refined and/or adjusted in municipal master plans and land use ordinances provided that the Commission determines that the goals and objectives of this Plan will be implemented by the proposed municipal master plan or land use ordinance under the municipal plan certification procedures of subchapter 3.

Case Notes

Management areas established; regulation not shown to reduce land prices for property tax valuation. Riorano, Inc. v. Weymouth Twp., 4 N.J.Tax 550 (Tax Ct.1982), affirmed 6 N.J.Tax 253.

7:50-5.12 Pinelands Management Areas established

(a) The following Pinelands Management Areas are hereby established:

1. Preservation Area District;
2. Forest Areas;
3. Agricultural Production Areas;
4. Special Agricultural Production Areas;

5. Rural Development Areas;
6. Pinelands Villages and Pinelands Towns;
7. Regional Growth Areas;
8. Military and Federal Installation Areas.

Case Notes

Pinelands Protection Act and implementing regulations did not violate takings clause. Gardner v. New Jersey Pinelands Com'n, 125 N.J. 193, 593 A.2d 251 (1991).

Pinelands comprehensive management plan was not illegal exaction. Gardner v. New Jersey Pinelands Com'n, 125 N.J. 193, 593 A.2d 251 (1991).

Certification and approval of master plan which designated forest area as municipal reserve area was improper where municipal reserve area created was immediately adjacent to forest area. In Re: Certification of Master Plan and Land Use Ordinances of Berkeley Twp., 214 N.J.Super. 390, 519 A.2d 901 (App.Div.1986).

7:50-S.13 Goals and objectives of Pinelands Management Areas

(a) The Preservation Area District is the heart of the Pinelands environment and represents the most critical ecological region in the Pinelands. It is an area of significant environmental and economic values that are especially vulnerable to degradation. This large, contiguous, wilderness-like area of forest, transected by a network of pristine wetlands, streams and rivers, supports diverse plant and animal communities and is home to many of the Pinelands' threatened and endangered species. The area must be protected from development and land use that would adversely affect its long-term ecological integrity.

(b) Forest Areas are similar to the Preservation Area in terms of their ecological value and, along with the Preservation Area, serve to provide a suitable ecological reserve for the maintenance of the Pinelands environment. These undisturbed, forested portions of the Protection Area support characteristic Pinelands plant and animal species and provide suitable habitat for many threatened and endangered species. These largely undeveloped areas are an essential element of the Pinelands environment, contain high quality water resources and wetlands, and are very sensitive to random and uncontrolled development. Although the overall type and level of development must be strictly limited, some parts of the Forest Areas are more suitable for development than others provided that such development is subject to strict environmental performance standards.

(c) Agricultural Production Areas are areas of active agricultural use, together with adjacent areas of prime and unique agricultural soils or soils of statewide significance, which are suitable for expansion of agricultural operations. In order to maintain agriculture as an essential element of the Pinelands region, the level and type of development must be controlled to prevent incompatible land uses from infringing upon these important land resources.

(d) Special Agricultural Production Areas are discrete areas within the Preservation Area District which are primarily used for berry agriculture or horticulture of native Pinelands plants. They represent a unique and essential element of the Pinelands economy and, because they are generally compatible with the ecological values of the Preservation area, are a part of the essential character of the Pinelands. In order to maintain these agricultural uses in a manner which recognizes their integral relationship to the Preservation Area, very strict limits on non-agricultural land uses are necessary.

(e) Rural Development Areas are areas which are, on an overall basis, slightly modified and may be suitable for limited future development subject to strict adherence to the environmental performance standards of N.J.A.C. 7:50-6. They represent a balance of environmental and development values that is intermediate between the pristine Forest Areas and existing growth areas; however, some parts are more suitable for development than others due to existing development and an absence of critical ecological resources.

(f) Pinelands Villages and Towns are existing spatially discrete settlements in the Pinelands. These traditional communities are appropriate for infill residential, commercial and industrial development that is compatible with their existing character.

1. Pinelands Area Villages are:
   i. Bamber Lake;
   ii. Beckerville;
   iii. Belcoville;
   iv. Belleplain;
   v. Blue Anchor;
   vi. Brookville;
   vii. Cassville;
   viii. Chatsworth;
   ix. Collings Lake;
   x. Cologne-Germania;
   xi. Cumberland-Hesstown;
   xii. Delmont;
   xiii. Dennisville;
   xiv. Dorchester-Leesburg;
   xv. Dorothy;
   xvi. Eldora;
   xvii. Elm;
   xviii. Elwood;
   xix. Estell Manor;

Tab 5
Public Need

PUBLIC NEED

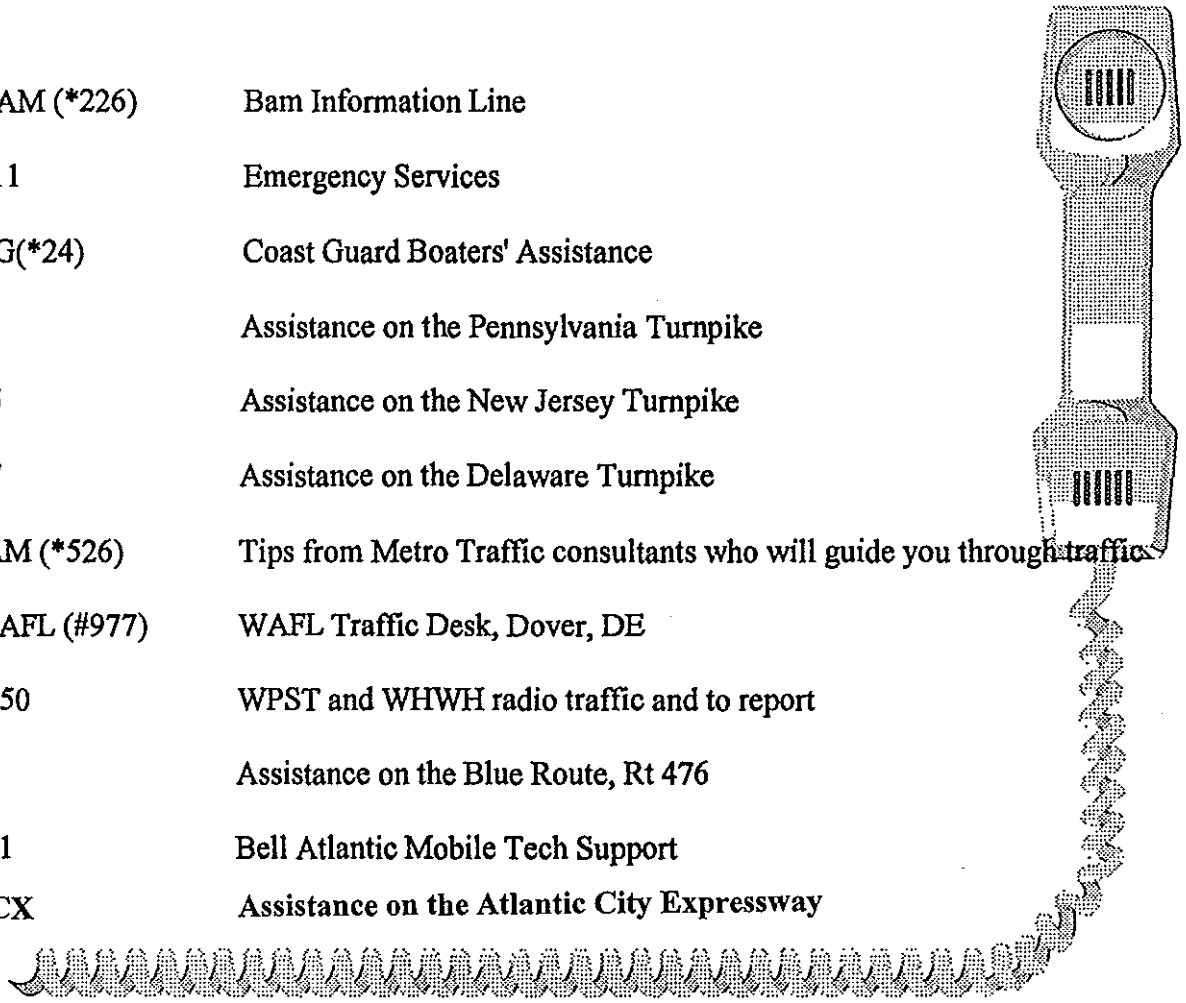
Pursuant to N.J.A.C. 7:50-5.4, the Cellular Providers (CPs) must demonstrate the need for the facility to serve the local communication needs of the Pinelands, including those related to public health and safety. The proposed facilities are needed to provide minimum adequate service to the Pinelands pursuant to the CPs FCC licenses and customer requirements. In fact, the Federal Government has made wireless communications a priority as evidenced by the enactment of the Telecommunications Act of 1996. Reliable coverage is necessary for calls of convenience and, more importantly, calls of necessity. Over 600,000 9-1-1 calls are made each year in the US from cellular phones (that's 41 calls per minute!). This benefits not only those who have phones, but also other individuals who may be in need and benefit from a cellular customer making a call for them. Calls are also made to other "Emergency Services" such as Coast Guard Boater's Assistance, Assistance on Major State Roadways, and the State Police. Per a USA Today article, forty-six percent (46%) of all new customers list safety and security as the number one reason for purchasing a phone. Cellular service has also been utilized during disaster situations such as the Edison Gas Leak; Hurricanes Fran, Andrew, and others; San Francisco Earthquake; and the Oklahoma Bombing. Cellular service is widely used by Emergency Medical Services, Police, and Firefighters. The following articles as well as the enclosed testimony by EMS personnel illustrate these facts. The transcripts and articles provided represent a small portion of those available. Rather than include all supporting documentation, the CPs have attempted to provide that information most relevant to the Pinelands Region and surrounding areas.

a. Local Public Need

Bell Atlantic Mobile

Toll & Airtime Free Calls

Available in Philadelphia Region, Southern New Jersey & Delaware



*BAM (*226)	Bam Information Line
*911	Emergency Services
*CG(*24)	Coast Guard Boaters' Assistance
*11	Assistance on the Pennsylvania Turnpike
#95	Assistance on the New Jersey Turnpike
#77	Assistance on the Delaware Turnpike
*JAM (*526)	Tips from Metro Traffic consultants who will guide you through traffic
#WAFL (#977)	WAFL Traffic Desk, Dover, DE
*1350	WPST and WHWH radio traffic and to report
*12	Assistance on the Blue Route, Rt 476
*611	Bell Atlantic Mobile Tech Support
*ACX	Assistance on the Atlantic City Expressway

American Radio Relay League

Hudson Division Northern NJ Section

Roy Edwards AB2RE, Section Manager Paul J. Toth KB2WNZ Section Emergency Coordinator

November 11, 1997

Ms. Deirdre O'Brien
Bell Atlantic Mobile, Inc.
Plymouth Meeting, PA

Dear Deirdre:

On behalf of the spotter corp of the National Weather Service SKYWARN program and on behalf of the American Radio Relay League, I would like to extend my sincere thanks to you and Bell Atlantic Mobile for allowing the siting of the APRS repeater on your tower at Marmora, NJ.

The Marmora site is a crucial location for the SKYWARN program. The operation of this repeater will provide live weather data to the National Weather Service Forecast Office in Mt. Holly, NJ. The APRS repeater will also provide coverage to support other Amateur Radio Public Service Communications activities, including enhanced coverage for American Red Cross Disaster Communications through Southeast NJ each year.

We are happy to have the generosity of corporate sponsors like Bell Atlantic Mobile. Without your support, Amateur Radio's ability to meet our mandate of providing public service and emergency communications services would be substantially reduced. Thank you, again, on behalf of the thousands of Amateur Radio operators in New Jersey for providing access and use of your tower facility at Marmora.

Sincerely,

Paul J. Toth
KB2WNZ
Section Emergency Coordinator - ARRL/Hudson Division/NNJ
SKYWARN Technical Committee - Mt. Holly FO

WINNING STRATEGIES
PUBLICATION: *Trentonian* (Trenton, NJ)
CIRCULATION: Daily - 76,930
DATE: Monday, June 23, 1997

Full article also ran again on 6/24

Cellular phone program tries to make great outdoors safer

JIM FITZSIMMONS

WEST WINDSOR — The summer of '97 has made a blistering debut. And for many folks that means more sunbathing at the Shore, swimming in the backyard pool and visits to mountains and parks.

With this increase in outdoor activities, though, comes the likelihood that people are going to experience safety hazards and mishaps.

Not to worry, though, say officials at Bell Atlantic NYNEX Mobile. Thanks to the company's "safe summer program," they recently made it possible for a goodly number of rangers, lifeguards and recreation directors in New Jersey, Pennsylvania and Delaware to be outfitted with cellular phones to be used in case of an emergency.

Although the program is 3 years old, it's picking up added steam this summer. In all, more than 100 phones are being loaned out to various recreation programs and beach patrols between Memorial Day and Labor Day.

In New Jersey, the Mercer County Park Commission is one of 24 agencies selected to participate in the program. During a recent presentation of the phones at the Boathouse Marina at Mercer County Park, Bob Prunetti, the county executive, said he viewed the phones as "an invaluable asset" in helping to promote safety among visitors to the county's West Windsor-based park this summer.

7096

Trentonian file photo

Frank Ragazzo (center), Mercer County Park executive director, tests a loaned cellular phone with Bell Atlantic NYNEX Mobile rep Carol Lasota and Chief Park Ranger William Haines.

Robert F. Stott, Bell Atlantic NYNEX Mobile's regional president, said the May observance of "Cellular Safety Week" provided the safe summer program with considerably more exposure and public impact. "We're proud to play a vital role in helping parks and recreation programs stay safe," said Stott, "and (cellular week) gave us the opportunity to spread the word about how cellular phones can be critical safety tools in crime-stopping, life-saving and good Samaritan efforts."

Actually, the summer program is just a part of the company's ongoing "Wireless-at-Work," which according to Stott, was created to identify and fulfill the charitable needs of organizations throughout its service area.

Based in Bedminster, Bell Atlantic NYNEX Mobile is the largest wireless service provider on the East Coast, and second largest in the U.S.

The company was formed through a merger of cellular operations in July 1995, and today it has 4.6 million customers and 6,500 employees.

The company also owns and operates the most extensive wireless network on the East Coast, covering some 111,000 square miles. It also the nation's largest chain of wireless retail stores, offering a full range of wireless personal communications services, including voice, data and paging devices.

FOR IMMEDIATE RELEASE
FEBRUARY 1997

BELL ATLANTIC NYNEX MOBILE HELPS TO PREVENT FOREST FIRES IN NEW JERSEY

Company loans cellular phones to the Department of Environmental Protection's Division of Parks and Forestry

Trenton, NJ -- In an effort to help against the threat of forest fires in the State of New Jersey, Bell Atlantic NYNEX Mobile has loaned 12 cellular phones to the state's Department of Environmental Protection, Division of Parks and Forestry. As part of its "Wireless At Work..." initiative, the company will enhance the communications capabilities of state forest rangers statewide by providing them with phones during the height of the forest fire season -- from March to May. Wireless at Work was created to identify and fulfill the charitable needs of organizations throughout Bell Atlantic NYNEX Mobile's service area.

Forest rangers will use the phones for regular daily communication while in the field; to contact other rangers, or headquarters, in the event of an emergency; and to assist visitors.

"Through out 'Wireless at Work' program, Bell Atlantic NYNEX Mobile is committed to providing communications tools to organizations that need them most," said Bob Stott, regional president of Bell Atlantic NYNEX Mobile. "When state organizations such as the Division of Parks and Forestry ask for our assistance, which will help them to do their job more efficiently, we jump at the opportunity because we know that it

will help to keep the forests in New Jersey safer."

New Jersey forest areas receiving phones and service from Bell Atlantic NYNEX Mobile are:

"With the success of the safe parks program throughout the summer, we know that these phones will help us especially during the forest fire season," said Carl Nordstrom from DEP. "Fires can spread very quickly and our rangers need the communication capabilities to contact one another or an emergency service."

# # #

WINNING STRATEGIES
PUBLICATION: Asbury Park Press
CIRCULATION: Weekday: (160,324); Saturday: (160,324); Sunday: (230,105)
DATE: MAY 20, 1997 TUESDAY

Rangers on Island Beach receive cellular phones

■ **JUST BECAUSE** Island Beach State Park is a delicately preserved stretch of peninsula between Barnegat Bay and the Atlantic Ocean, don't think for a second that park rangers there are going to turn down some high-tech gifts. JOSE

For the third consecutive summer, state park officials yesterday accepted three cellular telephones from Bell Atlantic NYNEX Mobile.

Whether swimmers get stuck in a rip current or a rower has a heart attack while canoeing, cellular phones can help provide that quick initial response that is so critical, said William Vibbert, superintendent at Island Beach State Park.

"With these phones, we can just pick it up, push a button and have a helicopter or the Coast Guard here," Vibbert said. "With the activities we have here, a quick response can mean the difference between life and death."

Before officials began using the cell phones, they relied exclusively on short wave radio, which they continue to use for most routine patrols at the 2,700-acre park south of Seaside Park.

Even routine problems on patrol, such as alcohol on the beach, people climbing on dunes or illegal fishing, could be reported rapidly to rangers who are on foot patrol with cellular phones, said Joe Franzer, the park's chief ranger.

"We are notified and take care of the problem promptly," Franzer said.

In addition, rangers and guides conducting boat or nature tours could be warned of bad weather, officials said.

More than 100 phones are being loaned to parks in Delaware, New Jersey and Pennsylvania by the company during its "Safe Summer Program," NYNEX spokeswoman Pam Sweeney Boyd said.

The phones, which are leased for use between Memorial Day and Labor Day, come with $25 worth of usage per phone per month, Boyd said.

WINNING STRATEGIES
PUBLICATION: *County Reporter* (Cologne, NJ)
DATE: June 26, 1997

Beaches, State Parks Rely on Cell Phones to Get Help to Those in Distress

709=

ATLANTIC CITY - Sun bathing at the shore... swimming at the pool... hiking in the park.. While summer means fun, it also means people are more likely to experience safety hazards and other mishaps due to the increased number of visitors and outdoor activities.

Thanks to Bell Atlantic NYNEX Mobile's "Safe Summer Proaram several rangers. lifeguards and recreation directors throughout Pennsylvania, New Jersey and Delaware will have cellular phones for emergency purposes and to enhance communications capabilities.

The program. which began on a smaller scale three years ago, puts cellular phones in the hands of the people needing them the most during the height of the tourist season - Memorial Day to Labor Dav. This year, with more than 100 phones being loaned. the "Safe Summer Program" has expanded into new areas like recreation programs and beach patrols.

According to Robert F. Stou, regional president of Bell Atlantic NYNEX Mobile. "We're proud to play a vital role in helping the region's state parks and recreation programs stay safe. Cellular Safety Week also gives us the opportunity to spread the word about how cellular phones have proved to be critical safety tools in crime-stopping, life-saving, and good Samaritan efforts."

The followng list comprises the 1997 "Safe Summer Program" participants.

In New Jersey, 24 State Parks including Island Beach State Park, Wharton and Lebanon State Forest will take part. The Atlantic City Beach Patrol, a new partner with Bell Atlantic NYNEX Mobile, will receive 21 phones to enhance safety measures during the summer.

The "Safe Summer Program" is part of Bell Atlantic NYNEX Mobiles "Wireless At Work" initiative which was created to identify and fulfill the charitable needs of organizations throughout its service area.

WINNING STRATEGIES
PUBLICATION: THE TRENTONIAN
CIRCULATION: 76,930 (WEEKDAY)
DATE: MAY 21, 1997

$$ BUSINESS in brief

Mercer Rangers get loan of cell phones

WEST WINDSOR — Mercer County Park Rangers will be ready for any emergency his summer — particularly if it requires using a cellular phone.

Officials of Bell Atlantic NYNEX Mobile saw to that yesterday when they presented County Executive Bob Prunetti, Freeholder Pat Migliaccio and Frank Ragazzo, head of the Mercer County Park Commission, with an array of loaner cellular phones to be used in emergencies.

During the presentation at Mercer County Park's Boathouse Marina, Sudha Anand of Bell Atlantic NYNEX Mobile said rangers will have use of the phones between Memorial Day and Labor Day. Also as part of its "Safe Summer Program," Anand said the company is waiving normal activation charges.

FOR IMMEDIATE RELEASE
CONTACT: Liz Thomas/Pam Sweeney Boyd (609) 727-1200
June 19, 1997

BELL ATLANTIC NYNEX MOBILE EXPANDS ANNUAL SAFE SUMMER PROGRAM IN TRI-STATE REGION

*** * * ATLANTIC CITY BEACH PATROL TO RECEIVE LOAN OF 21 PHONES * * ***

ATLANTIC CITY, NJ - Sun bathing at the shore. . . swimming at the pool . . .hiking in the park . . While Memorial Day traditionally kicks off the season of summer fun, it also means people are more likely to experience safety hazards and other mishaps due to the increased number of visitors and outdoor activities.

Thanks to Bell Atlantic NYNEX Mobile's "Safe Summer Program," several rangers, lifeguards and recreation directors throughout Pennsylvania, New Jersey and Delaware will have cellular phones for emergency purposes and to enhance communications capabilities.

The program, which began on a smaller scale three years ago, puts cellular phones in the hands of the people needing them the most during the height of the tourist season - Memorial Day to Labor Day. This year, with more than 100 phones being loaned, the "Safe Summer Program" has expanded into new areas like recreation programs and beach patrols. Many of the phones will be loaned to these individuals during national "Cellular Safety Week," May 19 - 26, which recognizes the significant role cellular phones play in promoting safety.

According to Robert F. Stott, regional president of Bell Atlantic NYNEX Mobile, "We're proud to play a vital role in helping the region's state parks and recreation programs stay safe. Cellular Safety Week also gives us the opportunity to spread the word about how cellular phones have proved to be critical safety tools in crime-stopping, life-saving, and good Samaritan efforts."

The following list comprises the 1997 "Safe Summer Program" participants.

In New Jersey, 24 State Parks including Island Beach State Park, Wharton and Lebanon State Forest will take part as well as Camp Sunny Side in Camden County and Mercer County Park Commission. **The Atlantic City Beach Patrol, a new partner with Bell Atlantic NYNEX Mobile, will receive 21 phones to enhance safety measures during the summer.**

- more -

BANM Safe Summer Program/Add 1

In Pennsylvania, the Department of Conservation and Natural Resources (DCNR) Bureau of State Parks is participating for the third year. New to the program is the Philadelphia Recreation Department's Aquatics Program.

In Delaware, a new participant, the City of Wilmington's Department of Parks and Recreation, will use the phones for several organized activities. The State of Delaware's Division of Parks and Recreation will participate for the third year to include: Brandywine Creek, Lums Pond, White Clay Creek, Killens Pond, Cape Henlopen, Delaware Seashore and Fenwick Island.

The "Safe Summer Program" is part of Bell Atlantic NYNEX Mobile's "Wireless At Work" initiative which was created to identify and fulfill the charitable needs of organizations throughout its service area.

Bell Atlantic NYNEX Mobile is the largest wireless service provider on the East Coast and the second largest in the United States. The company owns and operates the most extensive network in the east, covering 111,000 square miles, and the largest chain of wireless retail outlets offering a full range of wireless personal communications services, including voice, data and paging.

Based in Bedminster, NJ, Bell Atlantic NYNEX Mobile has 4.6 million customers and 6,500 employees in the Northeast, mid-Atlantic, Southeast, and, through a separate subsidiary, in the Southwest. The company was formed in July, 1995, by combining the cellular operations of Bell Atlantic Mobile and NYNEX Mobile.

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WINNING STRATEGIES

PUBLICATION: *Ocean County Observer* (Toms River, NJ)
CIRCULATION: Daily & Sunday: 18,795
DATE: Friday, July 25, 1997

Bell Mobile donates cell phones

TOMS RIVER — As part of its Wireless at Work community program, Bell Atlantic NYNEX Mobile has donated seven cellular phones to the Domestic Violence Unit of the Ocean County Prosecutor's Office.

The Wireless at Work program was created in February 1996 to identify and fulfill the charitable needs of organizations throughout the Bell Atlantic NYNEX Mobile service area. The request for the phones came from Ocean County Prosecutor Daniel J. Carluccio, who said the phones, programmed to call 911, will be used by the women in the domestic violence unit for emergency purposes.

WINNING STRATEGIES
PUBLICATION: ***Ocean County Reporter*** (Manchester) - Toms River, NJ)
CIRCULATION: Thursday 17,133
DATE: October 2, 1997

Cell Phones to Benefit American Red Cross

Toms River - 2001N

Interstate Cellular, an authorized agent for Bell Atlantic Mobile, announced this week its plans to make a donation to the American Red Cross.

As part of a goal to save new and existing cellular customers over $1,000,000 through the end of the NFL season, Jim Bickel, President of Interstate Cellular, will donate $5,000 to the charity's local chapter.

"When our goal is reached", states Mr. Bickel, "It will be a Super Bowl win for us and the community."

As an avid football fan and local business owner, Mr. Bickel thought of the $1,000,000 goal as a way to have fun building his new Toms River office and at the same time help out a great organization in the American Red Cross.

"The goal is definitely attainable," states Doug Hall, Corporate Sales Manager, "With Jim's 20 years experience in the wireless industry he's an expert in the field and shares that expertise with our customers, resulting in real monthly savings off their current cellular phone charges."

Cellular phones have always been a valuable work tool in the business sector but the staggering potential is in the private sector. More and more people are realizing the value of the cell phone, particularly on the highways. According to Mr. Bickel, "Eighty percent of my customers realize the urgency of getting cellular service before they are victims in an automobile mishap on the road." "People finally decide to get a cell phone when one too many times they say - if I only had a phone I could have called for assistance." continued Mr. Bickel.

With a 400% increase in cell phone use by people aged 60 and over, the cell phone can be seen as one of today's best safety precautions when it comes to driving.

Stop by and see Interstate Cellular at their new convenient location at 47 Rt.37 East in Toms River.

WINNING STRATEGIES
PUBLICATION: Ocean County Observer
CIRCULATION: Weekday: 18,794; Sun: 17,000
DATE: Wed. April 23, 997

Battered women get cell phone safety net

FRONT PAGE

709E

Battered Ocean County women will be getting added protection from cellular telephones from Bell Atlantic NYNEX Mobile today.

Seven of the telephones, programmed to call 911, will be donated to the domestic violence unit of the Ocean County Prosecutor's Office.

They will be given to women "in extreme danger of attack" who have gotten a domestic violence restraining order, attended counseling, and agreed to testify against their abuser, explained Prosecutor Dan Carluccio.

Helen Hasson and Kathy O'Shaughnessy, mobile direct sales managers for Bell Atlantic, will present the phones to Carluccio this morning.

Women in the domestic violence program are now protected by a system that allows them to press a pin to tell police they need help. The system can't be used if the women leave home.

With the cell phones, Carluccio said, domestic violence victims "will be able to live normal lives while maintaining a sense of security"

Representatives of Providence House, which shelters battered women, will be on hand for today's presentation.

The donation is part of Bell Atlantic's "Wireless at Work" program.

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San Diego (619) 544-1860
San Francisco (415) 543-3361
Houston (713) 789-1635
Detroit (810) 352-9220
Miami (305) 576-3581

Transcript

DATE October 1, 1997
TIME 1:00-1:30 PM
STATION WILM-AM 1450
LOCATION Wilmington, Del.
PROGRAM News

Andrea Kramer, anchor:

October is Domestic Violence Awareness Month. And a host of events are scheduled to provide information and strength to those who are in such situations.

Margaret Parsons spoke at the kick-off ceremony on Rodney Square today. She says it's tough to get out of violent situations.

Margaret Parsons (Spokesman): We had to have him removed from the house. He was waiting for me with a loaded thirty-eight. So, it was time.

Kramer: Parson says once you get out, no matter how you do it, you can move on with your life. That's the message being touted by the Delaware Coalition Against Domestic Violence during the month of October.

Bell Atlantic Mobil is donating forty voice-mail boxes and twenty cell phones to the State Domestic Violence Coordinating Counsel.

# # #

FOR IMMEDIATE RELEASE
SEPTEMBER 24, 1996

CONTACT: LIZ THOMAS
609-396-8300

BELL ATLANTIC NYNEX MOBILE LAUNCHES "WIRELESS AT WORK..." PROGRAM IN LAKEWOOD, NJ

Community Watch Association receives cellular phone to help during emergency situations

As a part of its ▒Wireless at Work...▒ community program, Bell Atlantic NYNEX Mobile has donated a cellular phone to the Woodlake Manor Community Watch Association in Lakewood, NJ. The ▒Wireless at Work...▒ program was created in July 1995 to identify and fulfill the charitable needs of organizations throughout Bell Atlantic NYNEX Mobile's service area.

The request for the phone came from Steven Sheehan, a member of the watch group, who said the phone will give members a direct link to the police during an emergency situation.

▒Having a cellular phone gives the watch members a greater sense of security,▒ said Sheehan. ▒Before, community members were hesitant to participate because they feared being in a dangerous situation with no communications capabilities. Since we received the phone, our membership has doubled.▒

-more-

The phone will be used by community watch members when they patrol the neighborhood. If an emergency situation occurs, members will dial 911, thus alerting the police and the neighborhood security patrol, which is equipped with a police scanner.

"When it comes to the safety of a community, Bell Atlantic NYNEX Mobile believes in getting involved through the `Wireless at Work' program," said Kathy O'Shaughnessy, direct sales manager for Bell Atlantic NYNEX Mobile. "This program allows us to help community watch organizations like the Woodlake Manor Association protect their own neighborhoods by providing them with the communications tools they need."

Bell Atlantic NYNEX Mobile is the largest wireless service provider on the East Coast and the second largest in the United States. The company offers a full range of wireless personal communications services, including voice, data and paging. Based in Bedminster, NJ, Bell Atlantic NYNEX Mobile has nearly four million customers and 5,800 employees in the Northeast, mid-Atlantic, Southeast, and, through a separate subsidiary, in the Southwest. The company was formed in July, 1995 by combining Bell Atlantic Mobile's and NYNEX Mobile's cellular operations.

# # #

LOCAL NEWS

Cellular phone signals used to locate lost hikers

The caller was worried. His wife and 14-year-old son, who had gone hiking, strayed off the trail and were lost in the woods of the Palisades. It was 6:30 p.m., and there was only about half an hour of daylight left. A storm was predicted that night. It was already raining.

"There are cliffs there, and when it rains it makes for the possibility of a rock slide," said Sgt. Andrew Rich of the Palisades Interstate Parkway Police, who took the call. "It's a bad situation for any hiker to be on those trails during the rain, especially when it's dark."

Finding the mother and son would entail a 15-mile search from Alpine to the Tappan Zee Bridge. How were they going to find them?

Technology provided the answer.

The woman had used her cellular phone to call her husband for help. Now, police were going to use the same phone to help find her.

An officer at headquarters who sells car phones on the side was the first to suggest contacting the telephone company for assistance. Rich immediately thought of his friend John Kennelly, of Haledon, a field cellular engineer for Bell Atlantic Mobile Systems Northern New Jersey. The two met a dozen years ago when they worked as security guards at the Bergen Mall in Paramus.

"Is there any way the cellular phone she has can be traced to a specific area?" Rich asked.

Kennelly called Robert Shaw, surveillance engineer at the company's network operations control center in Bedminister.

"We did a database search of the telephone number and checked three different mobile switching centers," he said. "We traced her finally to the third switching center."

They told the woman to stay where she was and place three or four more calls, so they could see which cell towers she was using.

First, the tower in Nyack, N.Y., was eliminated, so they knew she was below the cliffs. Later, they determined that she was transmitting to two different towers in Tarrytown, N.Y., and Irvington, N.Y.

"She was bouncing off from one tower to the other . . . so we figured she had to be between the two towers," said Kennelly, 35.

Technicians took out a map and told Kennelly that the woman would have to be in the center of the two towers.

Rich was impressed. "That

See D'AURIZIO Page L-2

Assemblywoman Loretta Weinberg, D-Teaneck, said their party's candidate in the 38th District would bring the drunken driving bill to a vote.

"New Jersey needs to take action on this issue," said Lautenberg, who has proposed federal legislation to require all states to lower their blood alcohol limits to 0.08 percent. "Once she's in the state Senate, she can help get drunk drivers off the road."

The Democrats said state Sen. Louis Kosco, R-Paramus, had sidelined such legislation in March by suggesting the formation of a task force to study the issue. Under the Senate bill, opposed by liquor store and restaurant owners, New Jersey drivers would be considered legally drunk if their blood alcohol level was 0.08 percent or above. The current standard is 0.10 percent.

On Monday, Kosco angrily denied that he was trying to derail the measure. "I absolutely support .08; it's my bill."

But Weinberg, who like Kosco is a sponsor of the bill, called the senator a "coward" for not bringing

See DEMOCRATS Page L-4

THE RECORD TUESDAY, OCTOBER 7, 1997 NW SECTION L

Assemblywoman Loretta Weinberg, D-Teaneck.

DON SMITH/STAFF PHOTOGRAPHER

Sgt. Andrew Rich, left, of the Palisades Interstate Parkway Police and John Kennelly of Bell Atlantic relied on phone signals to find two hikers.

D'AURIZIO

From Page L-1

narrowed down the search, but there was still a pretty vast area to search."

So they called in another technician, Brian O'Donohue, to read the signal strengths off the two towers. That told them the lost pair was near Pullman State Park in New York.

"They had taken a 15-mile search and narrowed it down to about three miles," said Rich, 33.

Besides alerting police in neighboring towns, Rich enlisted the help of the New York State Park Police in the Bear Mountain area, who joined the search with the Palisades Interstate Parkway Police. He tried to get a helicopter from the Rockland County Sheriff's Department, but they couldn't go up because of the rain.

Police put on their sirens, and the woman and her son were told to walk in the direction of that sound. They ultimately found their way out to the road.

Police said the woman had estimated she was about two miles south of the Tappan Zee Bridge. But she was actually 10 miles from the bridge and four miles from where she'd parked her car, at the Alpine Boat Basin. Officer Rick Uhlhorn, whom Rich had dispatched to the scene, drove the woman and her son back there.

Rich was amazed. Just shy of one hour she was brought to safety because of a cellular phone.

"Without the help of Bell Atlantic, we wouldn't have known where to begin," Rich said. "As it turned out, she was exactly where the cellular technicians estimated she would be."

Kennelly, communications coordinator for Glen Rock (where he was raised) Emergency Management, said the company rarely gets such rescue calls but that the rescue illustrated something.

"This shows how important it is for women to buy cell phones for emergency situations," he said. "She ironically carried her cell phone that day, and ultimately it brought her back to safety. If she had had a digital phone she could have been traced within hundreds of feet of where she was."

Northern New Jersey Customer Brings Cellular Safety Message To Life

In Northern New Jersey, where traffic congestion is a way of life, safety is one of the biggest reasons for owning a Bell Atlantic Mobile phone. It's a cellular benefit that comes into play in any sales call and one that recently took on a whole new meaning for one Northern New Jersey family and the BAM employees touched by their story.

Carl Kleinberg is a 48-year-old business consultant who lives in Jersey City, NJ. On March 30, he got up, got dressed, grabbed his Bell Atlantic Mobile portable phone, got in his car and headed to work. Like many New Jersey commuters, and like he does frequently, Kleinberg traveled the New Jersey Turnpike. For Kleinberg, however, this commute was like no other and his Bell Atlantic Mobile phone did something it never did before — according to Kleinberg it saved his life.

After traveling the NJ Turnpike for only a short time, Kleinberg began experiencing severe chest pain. Recognizing the symptoms of a heart attack, he immediately called 9-1-1 and his doctor. With the reassurance of his doctor's counsel, Kleinberg opted not to pull over and wait for 9-1-1 assistance, but decided to drive to his doctor's office. He arrived there safely, had his condition confirmed and was rushed to Hackensack Medical Center where he received critical care and underwent life-saving bypass surgery.

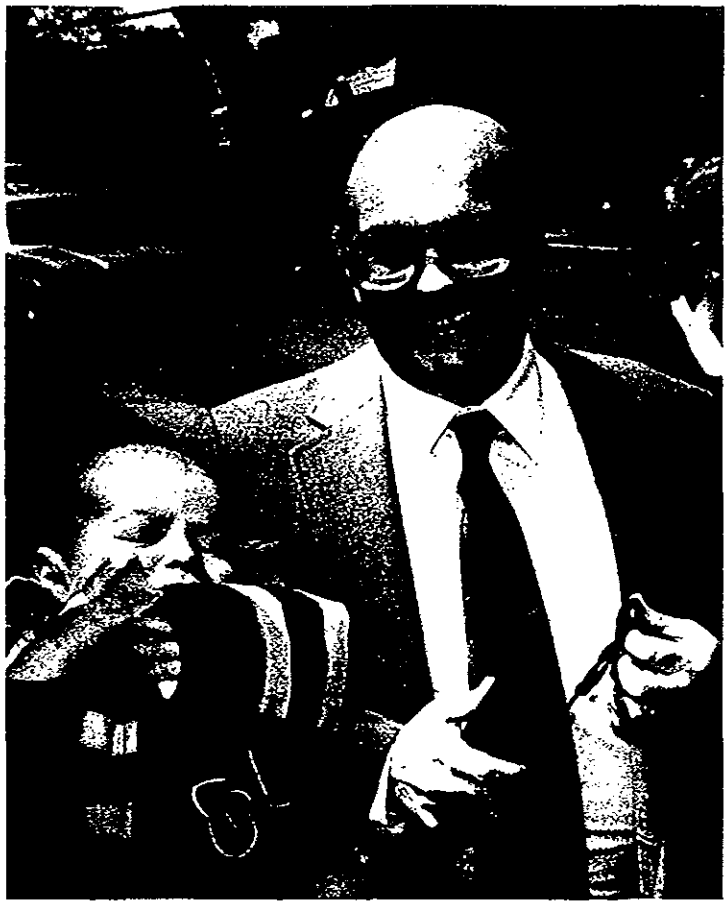
And that's not all.

At the time of Kleinberg's heart attack, his wife Maryellen was in her ninth month of pregnancy. Thanks to his call for help and subsequent surgery, Kleinberg is now healthy and able to enjoy his newborn son.

When the Northern New Jersey Region heard Kleinberg's story, they wanted to share it with other customers and in some way say thank you to those who saved him. In recognition of Kleinberg's experience, the NNJ Region presented over $1,500 in donations to the Hackensack Medical Center paramedics and Deborah Heart and Lung Hospital. The donation also included two service credits to Carl and Maryellen Kleinberg, who are both Bell Atlantic Mobile customers.

The donations were presented at Hackensack Medical Center during Cellular Safety Week in recognition of this year's theme – "Cellular Phones Save Lives." Representing the Northern New Jersey Region were Beth Riley, director-marketing; Michael Maoirana, sales manager-direct sales, Paramus; John Finnegan, account executive assigned to the Hackensack Medical Center accounts.

"We promote cellular safety every day — how you're never alone with a cellular phone, and that help is just a phone call away," said Beth Riley. "But it's particularly rewarding when those words hit home. Carl Kleinberg is a real person with a compelling story of how Bell Atlantic Mobile made a difference in his life — and to his life. We're just happy that our service could be there for him, to get him the help he needed."



Carl Kleinberg is the proud father of four-week-old David — the son he may have never known, he says, if it weren't for his Bell Atlantic Mobile cellular phone. The phone made a life-or-death difference for Kleinberg when recently he had a heart attack while driving on the NJ Turnpike and used his phone to summon assistance.

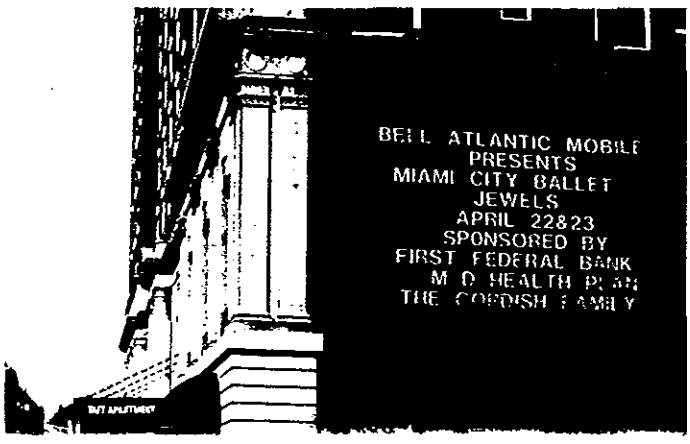
"I truly feel that my Bell Atlantic Mobile phone saved my life," said Kleinberg. "So when I recovered from surgery, one of the first things I did was to call the company. If it weren't for the immediate assistance summoned by my cellular phone, I may never have seen my newborn son."

— Susan Tomsky

Northeast Region "Sparkles" In Shubert Gala

Bell Atlantic Mobile was this years presenting sponsor of the Shubert Performing Arts Centers annual fund-raising event. The event's featured performance was the Jewels ballet as performed by the Miami City Ballet. "Jewels" is a three-act masterwork choreographed by George Balanchine.

Since its opening in 1914, the is indeed an honor and a joy," said Chuck Murphy, marketing director-Northeast. "Bell Atlantic Mobile is extremely proud to help the Shubert continue its program of marvelous performances and renowned artistic endeavors. We need to keep this great institution alive not only for the New Haven community but for the entire region."



Stranded drivers rescued as rivers flood roadways

By SANDY STUART
Staff Writer

BEDMINSTER TWP. — A father and his 5-year-old son were pulled to safety into the bucket of a backhoe Friday afternoon, after their minivan plunged into the icy, swirling waters of the Lamington River.

The dramatic rescue — on River Road West near Fiddler's Elbow Country Club, where the river had spilled over its banks —was the first of several that day by volunteer firefighters, police and public works department employees.

Authorities said Friday's driving rainstorm accelerated the melting of snow left over from the Blizzard of 1996, resulting in river levels that were eight to 10 feet higher than normal.

"All that snow melted and it had to go somewhere," pointed out Thomas Cohan, chief of the Union Hook & Ladder Co. of Bedminster and Far Hills, who said about a dozen stranded motorists were rescued. "It made a lot of work for us. We were pushing our volunteers to the limit."

Because the Lamington River and the North Branch of the Raritan River converge in Bedminster, there are many low-lying areas that flood during severe storms. Friday's unusual weather created high waters in so many places that police ran out of barricades to close flooded roads to traffic.

Among the streets that became submerged were both the eastern and western sections of River Road, along with parts of Burnt Mills Road, Cowperthwaite Road, Rattlesnake Bridge Road, Black River Road, Bunn Road and Peapack Road.

(Photo by Bert Katz)

A River Runs Across It

This minivan, from which a father and son were rescued last Friday afternoon, still sat in deep water on River Road West in Bedminster Township the following morning. A combination of snow melt and rain widened the Lamington River, causing it to flow swiftly across River Road in the vicinity of Fiddler's Elbow Country Club.

The first rescue of stranded motorists took place at about 2 p.m., after Michael Frost of Whitehouse Station accidentally drove his 1994 Dodge Caravan into an more than four feet of water that had swamped River Road West.

According to authorities, Frost, 35, had been driving east from Whitehouse Station toward Bedminster. As he approached the bridge that serves as the municipal boundary, he told police, he drove through a thick fog that allowed him no visibility.

Frost's van went downhill, crossed the bridge and plunged into a dip in the road which had filled with water. Cohan said the river had actually widened its course in that area, flowing swiftly across the submerged roadway.

"He (Frost) told us he came through the fog and could not see

(Please see Stranded on page 2.)

Stranded drivers rescue

Continued from Page 1

the road," said Cohan. "He said he never saw the river."

Pinned Against Fence

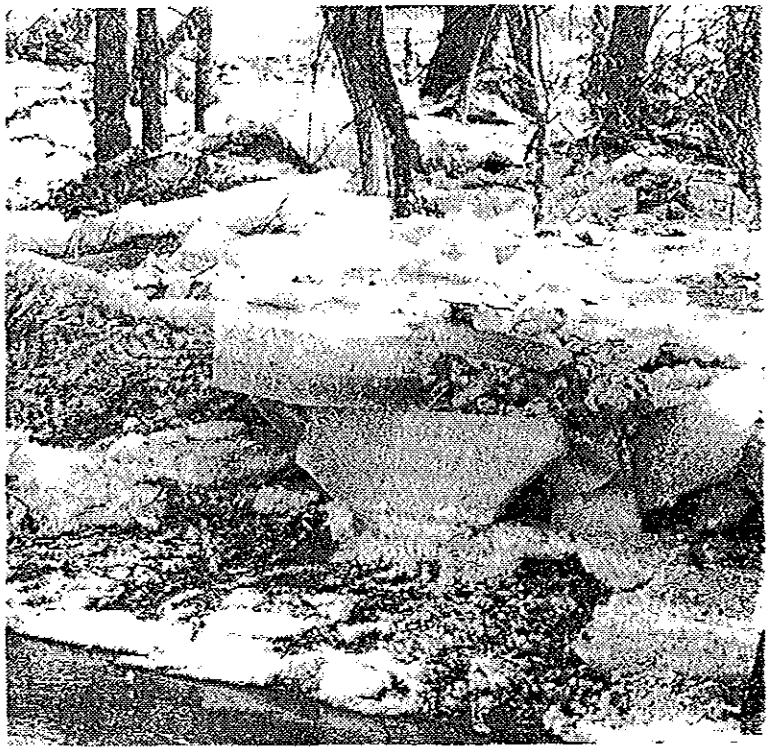
Frost — whose only passenger was his 5-year-old son, Colin — told authorities that his van briefly floated in the deep water and began to drift with the current. After it became pinned along a cow fence on the side of the road, Frost used his cellular phone to call for help.

When police and firefighters arrived at the scene, they found Frost atop his van trying to keep it from being struck and possibly dislodged by large chunks of ice in the river.

"The father was on the roof of the van, kicking away ice floes as they came at him," recalled Police Sgt. Patrick Ussery, who was one of the first rescuers at the scene.

Fearing that Frost and his son might try to leave the van, Ussery and Cohan — who were several hundred yards away — waded into the water in an attempt to get close enough to shout warnings. The two men reached waist depth before the numbing cold and increasingly strong current compelled them to turn back.

"It was chilly," said Ussery, noting that neither he nor Cohan had time to put on rubber waders to keep them dry. "It was definitely enough to take your breath away."



(Photo by Bert Katz)

Field Of Ice

Chunks of broken ice up to 10 inches thick jammed rivers last Friday, causing flooding in some areas. When the water receded, the ice floes were left on river banks and in fields. This photo was taken near the intersection of Cowperthwaite and Burnt Mills roads in Bedminster Township.

Police, meanwhile, had contacted John Layton of Far Hills, a heavy equipment operator for the Somerset County road department. Layton, who was workin nearby cleaning out storm drain quickly brought a backhoe to Riv er Road.

d from flooded roadway

Ussery and Cohan donned life vests, grabbed lengths of safety rope and climbed into the bucket of the loader. Layton drove through the water and maneuvered the bucket next to the van; Ussery and Cohan helped pull Frost and his son to safety after giving them life jackets to wear.

"We felt very safe in the bucket of the loader," said Cohan afterward. "The ice chunks had no effect on the loader." He added that the machine's engine and exhaust pipe were high enough so as not to be affected by the deep water.

Cohan noted that as a precaution, volunteers from the Peapack-Gladstone Fire Company had brought their inflatable Zodiac rescue boat to the scene. "If we didn't have the loader, we would have used the boat," he said.

The Bridgewater Township Police also brought an underwater dive team to the site in the event that anyone fell into the river. In all, about 40 police and rescue volunteers were called to the scene.

"Our biggest concern was that an ice jam would break loose" and push the van from its resting place on the fence, said Cohan. "Everything went very well, but it had the potential to be a lot worse. That's why we brought so many people in."

According to Cohan, the rescue using Somerset County's backhoe worked so well that the fire company borrowed a similar piece of equipment from Bedminster Township, along with the services of operator Dave Ericson.

"We used Bedminster's loaders for the rest of the day," said Cohan. "We must have pulled another dozen people out."

The township's backhoe was also used to evacuate a few people from homes that had been flooded and whose furnaces had been rendered inoperable, Cohan said.

Ignoring Roadblocks?

Police reports indicated that there were at least 11 other cars stalled in deep water on Friday: three on River Road, four on Rattlesnake Bridge Road, three on Burnt Mills Road and one on Cedar Ridge Road.

Cohan said the flooding problem was exacerbated by motorists in four-wheel- drive sport utility vehicles who mistakenly believed they could travel through high water.

"They kept driving through the signs saying 'Road Closed,' thinking their little 4-by-4s would get through," the fire chief said. "While we were pulling people out, other people were still going through the roadblocks."

But at least one stranded motorist, a woman from Warren Township, contends that some flooded roads were inadequately marked.

The woman — who asked that her name not be used — said she drove her car into deep water on Rattlesnake Bridge Road at about 7:30 p.m. after coming across the bridge from Branchburg Township. She said the flooded roadway was marked by only a single barricade, which had been blown to one side of the road by high winds.

According to the woman, she and her passenger climbed out of a window of the stalled car and stood on top of the roof to call for help. By that time, the afternoon's warm temperatures had plunged sharply and a bitter wind was blowing.

"It was horrible," she recalled. "It was pitch black outside and freezing cold and the water was whipping across the road. We were yelling for help but nobody could hear us because it sounded like the ocean outside. We felt like we might have to jump (and wade to safety) or we'd freeze to death."

After about 20 minutes, the woman said, a North Branch fire truck arrived to rescue them.

Although the woman and her passenger came through the ordeal without any injuries, she is angry that the flooded roadway wasn't marked more clearly. "I can't believe they had just one barricade," she said. "There should have been a fire truck parked across the road, or telephone poles placed across the road. People should have been warned."

b. General Public Need

How to use cellular phones during a disaster

Hurricane Hugo was the worst hurricane to rip the East Coast in 30 years. The San Francisco earthquake left thousands of people without power for days.

Because major catastrophes occur infrequently, businesses and community officials are often unprepared to handle them. Many officials believe that phone service will continue to function in the event of a disaster. However the aftereffects of disasters quickly dispel these beliefs.

In the event of a disaster, a community's only hope is to have a comprehensive disaster recovery program in place which includes backup communications systems. Many safety departments and communities find cellular phone service adequately replaces or supplements landline phone service in times of disaster.

Along with two-way radios, cellular phone service is becoming an integral part of disaster recovery programs, especially by those safety departments using cellular on a daily basis.

The physical integrity of the cellular tower, designed to withstand high winds and vibrating earthquakes, assures it can provide uninterrupted service.

In a disaster like Hurricane Hugo, cellular towers have proved resilient in maintaining their service when other forms of communication failed. If a cellular tower becomes damaged, another nearby tower compensates for damages within the system and automatically redirects calls.

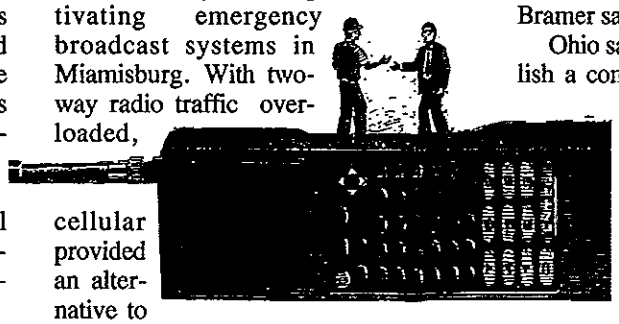
In the case of the San Francisco earthquake, only nine of the more than 100 cell sites operating in the area were deemed inoperable the morning after. When Hurricane Hugo hit Puerto Rico, only two of 19 cell sites were disabled by the storm.

Many carriers are actively working with local safety officials on expanded programs and equipment for providing emergency communications.

Lost phone service can be incredibly costly from an emergency safety standpoint, where lost time can result in injuries and possibly death. When a train carrying toxic chemicals derailed and caught fire in Miamisburg, Ohio in 1986, Cellular One's Dayton office provided 20 cellular transportable phones to police and fire safety officials.

Police and EPA officials used cellular phones to contact the chemical manufacturer in North Carolina to determine how they would react in a fire and how to protect area residents from noxious fumes.

Edward Kovar, executive director for the Miami Valley Emergency Management Authority, was responsible for activating emergency broadcast systems in Miamisburg. With two-way radio traffic overloaded, cellular provided an alternative to busy radio airwaves.



"Cellular phones were invaluable in this instance. I couldn't put a price on their worth," Kovar says. As a result, Miamisburg recommended similar service to other surrounding town's emergency agencies.

During the Northwest Airlines DC9 collision aftermath at Detroit Metropolitan Airport in December 1990, the airport's phone lines were congested and inaccessible to safety officials. Eight people lost their lives in the fiery explosion when the DC9 accidentally taxied onto a runway during a dense fog and was struck by a Northwest 727 taking off.

Gary Bramer, telecomm analyst for Northwest Airlines, agrees that cellular service is key to maintaining communications during a catastrophic event.

"It is extremely important in times like this. We needed the service to contact families of the survivors, call the FAA to investigate the cause of the crash, and to maintain contact with the Northwest Airlines home office in Minnesota," recalls Bramer.

According to Sanford Moser, Cellular One's Detroit regional sales manager, 20 cellular phones were provided to Northwest Airlines officials and FAA investigators within a few hours of the crash. To prevent landline communication systems overloading in the future, Northwest officials purchased three handheld units to have as backup in the event of another disaster.

"At NWA, we believe an ounce of prevention is worth a pound of cure," Bramer says.

Ohio safety officials worked to establish a comprehensive disaster recovery program that is efficient, convenient and beneficial to all.

Working with emergency groups throughout Ohio, northern Kentucky, southeastern Indiana and Michigan, Cellular One will make up to 107 transportable and portable phones available to safety officials under the auspices of their Disaster Recovery Program.

Each phone includes two batteries and use of complimentary cellular service during the disaster. As part of the program there is a toll free number (800/589-CEL1) to secure cellular communications in the event of a disaster.

A mix of portable and transportable cellular phones is best for disaster recovery. It always is a good idea to have spare batteries and exterior antennas on hand for longer phone life. Phones with a long battery life, easy to operate and yet lightweight, are most effective in maintaining communications services.

Once a disaster recovery program is outlined, it's helpful to test the program in a local mock disaster program. Many communities stage mock disasters through local hospitals, airports or fire departments.

CN

Reprinted from *Communications News*, April 1992

WIRELESS DAILY NEWS

Wireless Phones Used for Over 59,000 Emergency Calls Every Day

WASHINGTON, DC, May 20, 1997 -- Each day, more than 59,000 calls are made to 9-1-1 or other emergency numbers by wireless phone users. "The number one reason people give for buying wireless service is safety," said Thomas E. Wheeler, CEO and President of the Cellular Telecommunications Industry Association (CTIA). "These latest statistics demonstrate that their trust is well placed." Wheeler released the statistics at a Capitol Hill luncheon marking Emergency Medical Services Week today. Appropriately enough, the ongoing theme of this annual event is "Make The Right Call."

CTIA conducted a national survey of wireless phone carrier representatives and emergency communication offices for 1996. According to the survey, there were 21,659,967 emergency wireless calls placed during the year in the United States. This amounts to:

· 1,804,997 per month · 59,180 per day · 2,466 per hour · 41 per minute.

Another survey conducted by Peter Hart & Associates last year reported that 35 percent of wireless customers have used their phones in emergency situations. Ten percent report that they have used their phones to help other people in emergencies.

CTIA is the international association for the wireless telecommunication industry. It represents more PCS and cellular carriers than any other association in the world.

For additional information, contact: Jeffrey Nelson (202) 736-3207.

New Jersey Wireless Carriers to Announce Special Number Motorists Can Use to Report Aggressive Drivers

NEW BRUNSWICK, N.J., May 19 1997 -- Members of the New Jersey Wireless Carriers Coalition -- AT&T Wireless Services; Bell Atlantic NYNEX Mobile; Comcast Cellular Communications, Inc.; Nextel Communications, Inc.; Omnipoint Communications Inc.; and Sprint PCS -- will announce a new phone number that wireless users can call to report aggressive drivers. The number is #77.

State Attorney General Peter Verniero; State Police Superintendent Carl Williams; Peter O'Hagan, Director of the New Jersey Division of Highway Traffic Safety; and representatives of the National Highway Safety Administration will join the wireless carriers in announcing the availability of the number. The event will be held at the New Jersey Turnpike Authority Building (helipad), Exit 9, New Jersey Turnpike, New Brunswick, N.J., on Wednesday, May 21 at 11 a.m.

The new number builds on the successful launch of New Jersey's Safe Road campaign (1-888-SAF-ROAD) designed for motorists to report aggressive, dangerous and threatening drivers. The abbreviated number, #77, will provide a more convenient way for motorists with wireless phones to report aggressive drivers, the Carriers Coalition said.

AT&T Wireless, Bell Atlantic NYNEX Mobile, Comcast Cellular and Omnipoint customers will be able to access #77 beginning May 21. Sprint PCS will also be offering the service in the coming months. Nextel expects to provide the service in the future.

CONTACT: Liz Thomas, 609/727-1200

Wireless 911 call procedures slated to become a top priority

By Jeffrey Silva

With cellular, specialized mobile radio and personal communications services expected to put wireless telephones in the hands of more and more American consumers in coming years, federal regulators and industry are challenged with creating procedures for handling "911" wireless emergency calls.

Today, dispatchers generally are unable to automatically identify the precise location of wireless 911 callers or figure out in a split second which jurisdiction should dispatch an ambulance or fire engine to the scene.

Many landline telephone systems throughout the country have had those capabilities since the first 911 service was implemented in early 1968.

Instantly locating 911 callers in a wireless environment is sophisticated but not impossible, according to National Emergency Number Association Executive Director William Stanton. "Presently and for the past 10 years, cellular wireless has not provided our emergency centers with automatic number identification, call back telephone number and automatic location identification," he noted.

Thomas Wheeler, president of the Cellular Telecommunications Industry Association, said it's not for lack of trying that an effective wireless 911 program is not in place. All of the 550,000 cellular 911 calls made each month are free to subscribers, he said.

"There is not a one-size-fits-all solution that I have found," stated the CTIA president. He added that in addition to the technical aspect of establishing wireless 911 systems is the issue of sorting out fiscal and political issues at the local level. "I wish there were solutions," he remarked.

A related problem that emergency dispatch centers will encounter is how to accommodate the 30 million to 60 million people estimated to be using wireless communications by the turn of the century.

NENA said 10 percent of all 911 calls in major urban areas are currently made with wireless telephones. In 1992, according to the organization, 600,000 wireless 911 calls were placed in Los Angeles County and 25 percent of the callers were unable to identify their location.

The issue is not going unnoticed by federal regulators and industry.

The Federal Communications Commission plans to initiate a proceeding to assess what 911 obligations should be required of wireless operators once PCS, spectrum auction and regulatory parity rules have been finalized. "There's a serious question with the handling of emergencies," said Thomas Stanley, chief FCC engineer.

The FCC hosted a tutorial on wireless 911 systems on March 24 in Washington, D.C.

Meanwhile, NENA, the Associated Public-Safety Communications Officers-International, the Personal Communications Industry Association and the Telecommunications Industry Association are working together to come up with 911 wireless procedures.

Mark Golden, vice president of government affairs at PCIA, said there will be some 911 capability when PCS is rolled out a year or so from now, but it will be less than perfect. "The challenge is enormous," he added.

Nevertheless, Golden said the industry is committed to developing the best wireless 911 architecture possible. He commented that a person is safer with a wireless phone than without one.

Alan Shark, president of the American Mobile Telecommunications Association, said making 911 service available in wide-area SMR systems will be tough.

He noted it is an issue that will likely be addressed during the three-year transition period from private radio regulation to common carrier commercial mobile service oversight.

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State reports success tracking 911 cell calls

By Jeff May
STAR-LEDGER STAFF

New Jersey has reported great success in its test of a new system that allows police to fix the location of 911 calls made from cellular phones.

In the nation's first legitimate field test of the technology, state law enforcement officers were able to pinpoint 3,505 emergency calls from motorists and other cellular phone users over a 100-day period earlier this year. Police also accurately logged more than 80,000 test calls, according to a report released yesterday by state Attorney General Peter Verniero.

The state's 911 system already provides addresses for calls made on regular phone lines, but the inability to map cellular transmissions has been a worrisome flaw as use of the wireless phones has grown.

Most calls in the test — held in Burlington, Camden and Gloucester counties from January through April — were tracked in less than a minute, the report said. In the past, dispatchers often wasted time coaxing information from callers who had little idea of their exact location.

"One of the biggest things that came out of this is that we had no problems," said Robert Miller, director of the state Office of Emergency Telecommunications Services. "We just located and located and located."

In one instance, a 69-year-old woman from Pennsylvania, Marie McEvoy, was driving on a pitch-black road in rural Salem County when her car's electrical system shorted out, said Lou Stilp, general manager of

PLEASE SEE PHONES, PAGE 14

Phones

CONTINUED FROM PAGE 11

TruePosition, the designer of the tracking system. The car was equipped with recessed, electric door locks, so McEvoy found herself trapped inside.

Dialing police, she gave inaccurate information about the stretch of road where she was stalled, Stilp said. But the dispatcher was able to read the real address and contact a state trooper and the woman's son-in-law, who arrived 10 minutes later with a spare set of keys.

"She was ecstatic," said Stilp, who showed a videotape of the woman's rescue to a conference of 911 operators yesterday in Baltimore. "She thought she was going to be in the car all night long."

All cellular operators must have a system in place for tracking calls by Oct. 1, 2001, a deadline set last year by the Federal Communications Commission. Stilp said the test revealed the need for some minor adjustments, such as the placement of more tracking receivers in areas that have greater interference.

Stilp said negotiations are already under way with carriers in the state and elsewhere to install the system permanently.

January 1995
LAW ENFORCEMENT TECHNOLOGY

Wireless MDTs Express Vital Info

How many times has an officer been injured or even killed on a routine traffic stop? Now, thanks to an advanced wireless technology previewed recently by more than 125 New Jersey police chiefs, officers can be armed with the detailed information they need on suspect cars and drivers before they get out of their cruisers. Using state-of-the-art mobile data terminals by Bell Atlantic, in police cars, officers will have easy and fast access to the National Crime Information Center, the Criminal Justice Information system and other municipal and local data bases. The MDTs use an advanced wireless data technology called Cellular Digital Packet Data and special software that allow users to send high-speed bursts of data over existing cellular channels. Because these MDTs transmit packets of wireless data, law enforcement can receive information in seconds, rather than waiting 10 or 15 minutes for a dispatcher to relay vital data. "Without question, this technology will save lives," said Sgt. Steven Gutkin of the Fairfield Police Department. "Our officers must call into busy dispatchers and desk attendants when they need registration checks. Very often, patrol officers must get out of their vehicles before they get the information, so they don't know if the person is 'wanted,' or if the vehicle is stolen. It will be a tremendous asset, and we're looking forward to having it."

The encryption feature is also an asset to covert operations. "When you're trying to conduct a sensitive operation, the safety of the officer involved depends on our ability to plan and keep those plans under wraps," said Chief Carol Williams of the Morristown Police Department. "It's very difficult to communicate over radio because people listen in. I'm very impressed with Bell Atlantic Mobile's technology."

Circle reader service number 224. ❑

The Courier - News
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Bridgewater, NJ
Town
January 24, 1996
Date

Laptops give edge in ticketing

■ Somerville police recently received 10 computers.

By DENISE VALENTI
Courier-News Staff Writer

SOMERVILLE — Borough police officers have been using technology as a crime-fighting weapon for nearly two weeks — and patrol officers like the results.

The police department recently received 10 laptop computers that enable officers to check a vehicle or an individual at the touch of a button.

Since the computers were installed Jan. 11, officers using the computers have discovered 15 drivers with revoked licenses. Three of those ticketed came within the first five hours of operation.

Used at every stop

"The officers are instructed to use the computers on every motor vehicle stop," Lt. Richard Rose said Tuesday. "So before they even get out of their car, they'll know if a car is stolen or the registered owner is wanted for a crime."

Locally, Bridgewater and South Plainfield police also use the laptop computers.

The computer system was approved for purchase by the Somerville Borough Council in 1995, and financed by a capital bond. The cost is $65,000.

The system — which was installed by Bell Atlantic NYNEX Mobile — uses wireless data technology known as Cellular Digital Packet Data.

When an officer enters a license plate number into the system, a cellular signal is sent to one of Bell Atlantic's cellular sites.

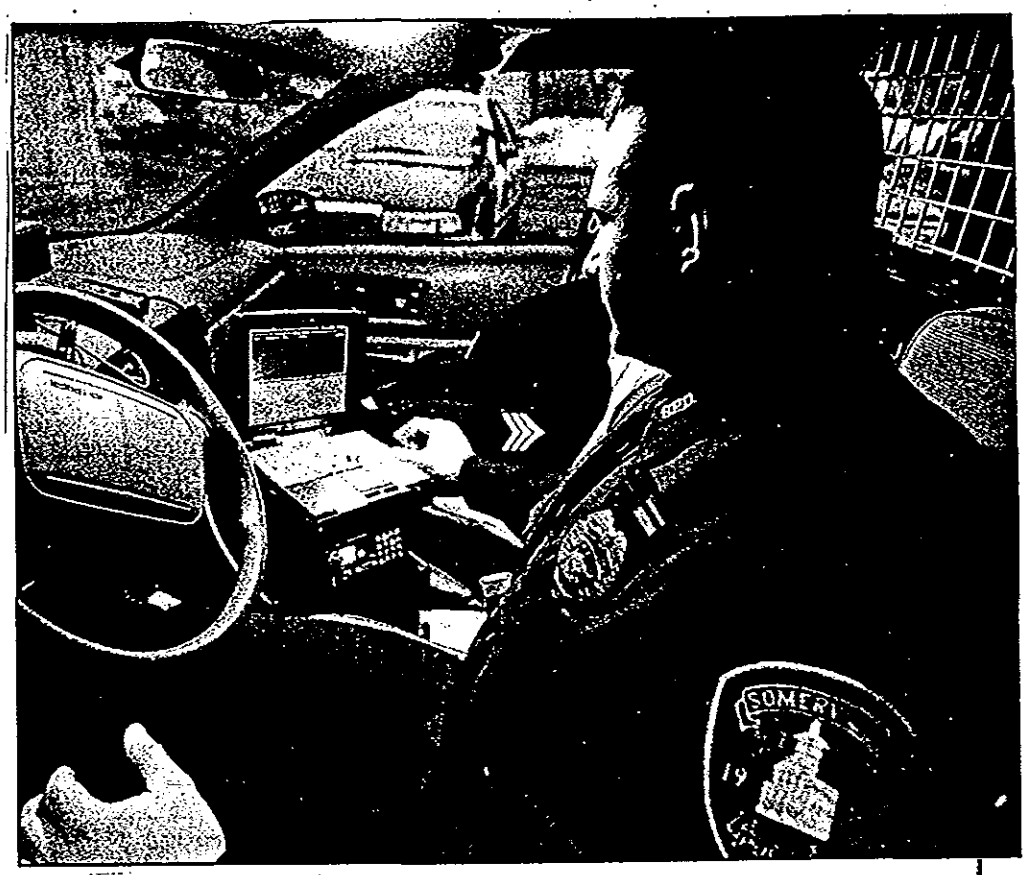
That signal travels through a land line to a switching station in Jersey City, then to a computer in police headquarters. From there, it goes to state and national computers.

Within five seconds, the officer will know if the car is stolen, the name of the licensed owner of the car, the status of that person's driver's license and whether they are wanted for federal or state crimes.

Boost to safety

"It's amazing the data you get in five seconds," Rose said. "Anything that a person is wanted for in the state and national computers is right at your fingertips."

That information is important for officers' safety, said officer Kenneth DeCicco.



Somerville patrolman Kenneth DeCicco uses one of the new computers that were installed in the Somerville patrol cars. The computers allow police to quickly access information like license plate registration information.

Courier-News photo by Ed Pagliarini

"Now I can run the license plates myself," DeCicco said. "If this person is wanted in Pennsylvania for armed robbery, I can call for additional backup units. We've only had them for about a week and a half. You feel a lot more secure."

In the past, officers would have to radio headquarters and ask a dispatcher to do a "lookup" on the license plate or registered owner.

DeCicco said that was difficult because it took several minutes and lots of radio air time.

"It would take at least four of five separate radio transmissions," DeCicco said. "If I'm on the air another officer can't get on the radio. It's saving a countless amount of manhours on my part and the dispatcher's part."

DeCicco said officers are now more likely to do full background checks. In the past they were discouraged from troubling dispatchers who already had their hands full with phone calls and other duties.

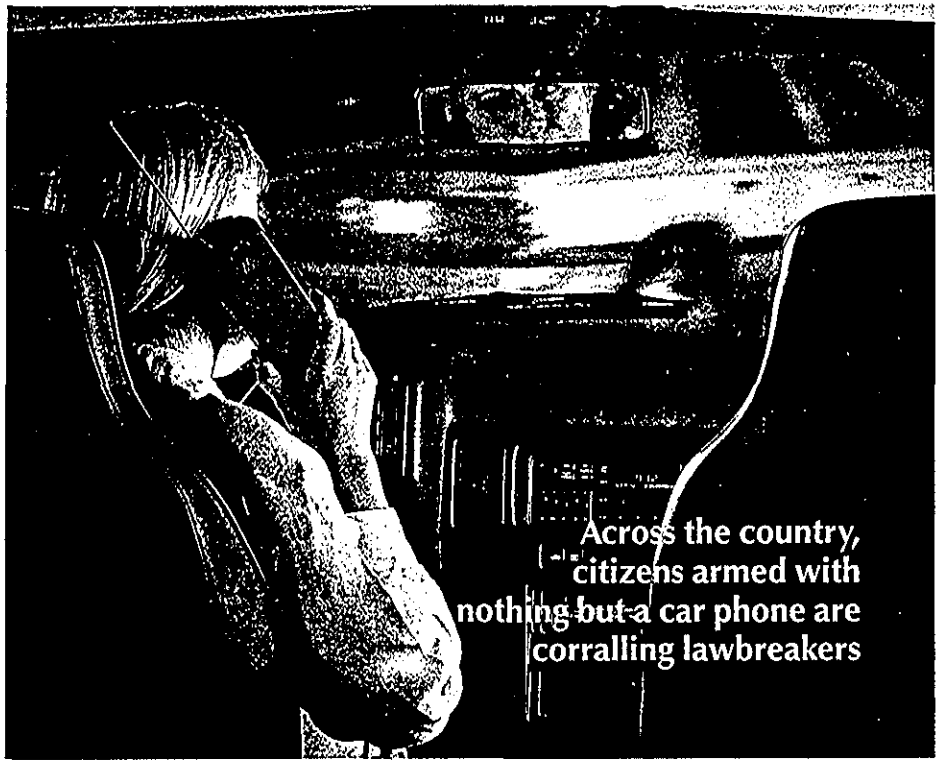
Rose said the system will be expanded later this year so officers can use the laptops to send voiceless messages to dispatchers and radio operators. Those messages also are encrypted, or scrambled, to prevent them from being intercepted.

That increases the security of police communications, Rose said.

Aside from routine traffic stops, officers also can use the computers to do quick lookups on bicycles or other property police find while on duty, he said.

Bell Atlantic NYNEX Mobile will continue to provide support services to the department, Vice President Lonnie Lauer said.

"There's no need to construct additional radio towers or worry about network maintenance or upgrades," Lauer said. "Bell Atlantic NYNEX Mobile takes full responsibility for upgrading the system."



Across the country, citizens armed with nothing but a car phone are corralling lawbreakers

Riding With the Cellular Posse

BY PETER MICHELMORE

KEN HOPE was driving south in Clinton Township, Mich., when a blue Thunderbird barreled out from a side road, cutting off the Dodge sedan directly in front of him. Hope watched in shock as the Dodge skidded into a roadside ditch, its driver slamming into the windshield.

The Thunderbird was now immediately in front of Hope. Heart pounding, he swung his own car into the ditch to avoid a rear-end collision. He saw a man's silhouette at the wheel of the other car. *You're drunk,* Hope thought angrily as he steered back onto the parkway. *I'm getting you off the road.*

No police cars were in sight, but Hope was still able to make good on his promise. Picking up his cellular phone, he called the police and reported his location and the other car's license number. Hope then stayed behind the Thunderbird for four minutes until patrol cars came up with lights flashing. The vehicle was pulled over, and its driver taken into custody.

"We appreciate your getting involved," an officer told Hope. "This drunk already caused another accident tonight."

PHOTO: © JOHN O'DONNELL

ONCE REGARDED as an expensive status symbol, the cellular telephone has become a popular crime-fighting and safety tool for drivers. Every month, people with car phones make 600,000 calls to emergency numbers, reporting not only drunken driving but also such felonies as drug deals, burglaries and carjackings. "They are our eyes and ears," says Dennis Martin, executive director of the National Association of Chiefs of Police.

The Cellular Telecommunications Industry Association reports there are more than 16 million cell-phone subscribers. Seventy percent of them say they wanted the phones for personal safety.

Some car phones are installed permanently, drawing power from the vehicle's battery. Others are portable, powered by the car's cigarette lighter or by an internal, rechargeable battery. But all operate the same way. Dialing a cellular phone sends a radio signal to the telephone company tower covering that geographic area, or cell site. The signal is switched to a landline, and the call proceeds through telephone wires. When a driver begins moving out of one cell site, a telephone company computer senses the weakening signal and automatically passes the call to the next tower. With about 13,000 towers in operation, 97 percent of the population lies within range of cellular service.

Because of the technology's reliability, rescue workers increasingly trust it for communication during floods, hurricanes, earthquakes and brush fires. Police officers use the phones when they need radio silence. Average citizens, however, are the ones who created the cellular posse.

One morning last March a blue Chevy pulled onto the Brooklyn Bridge from the Manhattan side, abreast of a van carrying more than a dozen Hasidic students. Suddenly the driver of the Chevy began firing a semiautomatic pistol into the van, mortally wounding one of the students.

Almost instantly a motorist on the bridge was on the telephone to 911. "The guy just blew his window out," he said breathlessly, and then he gave police a blow-by-blow description of the attack.

Once he had crossed the bridge, the gunman disappeared into traffic. Shortly after the shooting, residents of a Brooklyn neighborhood noticed a vehicle, with its passenger-side window blown out, parked near an auto-body repair shop. They remembered news accounts that mentioned the broken window and called police. Less than 18 hours after the attack, the alleged gunman was arrested.

Cellular phones can also prevent crimes, and have proven particularly useful to women driving alone. Gina Furia of Philadelphia got a portable phone from her father, Richard, on

her 24th birthday. "You do a lot of driving," he told her. "Keep this with you in case of emergencies."

Less than three weeks later, Furia was taking a back road home when a blue pickup truck with two young men in it pulled up beside her. The driver swerved and tried to force her off the road.

Clutching the wheel, she veered onto the soft dirt shoulder, but managed to regain the pavement. Ahead of her, the truck began weaving from side to side in a blocking maneuver.

I'm going to get killed! Furia thought, panic welling in her. Never had she felt more vulnerable and alone. Apart from her tormentors, the road was empty for as far as she could see, and adjacent farmland showed no sign of life. Just then, she glanced at the passenger seat. *The phone!*

Tapping out 911, she heard a female voice, the dispatcher at a state-police barracks. "I'm on a car phone," Furia said, reporting her location. "Two guys are trying to run me off the road. I'm scared to death!"

"Try to stay calm," the operator told her. "Don't stop under any condition. Police are on the way."

Ahead, the truck turned broadside to the road and stopped; Furia was forced to brake. Holding the phone high to her ear, she looked directly into the eyes of the pickup's driver. He stared back, then reversed and drove off down the road. Furia read his license number to the dispatcher, pressed the gas pedal to the floor and roared away.

She was still shaking when she called her father. "The driver knew I was calling the police, and it scared him off," she told him after describing her ordeal. "Thanks, Dad, for a great gift." The pickup's occupants were later arrested and convicted of reckless endangerment.

WHEN CAR PHONES first appeared, some police officials worried that drivers using them would not pay attention to the road and would get in accidents. In fact, the phones are making the roads safer, particularly against the menace of drunken drivers. And police are now cooperating with initiatives involving cellular phones.

Last year, when Fred Dudley was driving through North Carolina, he saw signs advertising a statewide program to report drunken drivers and road emergencies. By pressing *HP on their car phones, drivers would be instantly connected to the highway patrol. Dudley, a Florida state senator, was eager to get a similar program in his state.

Thanks in part to his efforts, *FHP began last April, and Dudley became one of the first users. One night last May, as he was driving on U.S. 41 with his son, Chris, a car ahead began weaving from lane to lane. "Let's stay on his tail!" he told Chris.

Dudley cruised close enough to read the license plate, then punched *FHP on his cellular phone and reached the highway patrol. *It works!* he thought. He followed safely behind the car until it stopped at a gas station, where two patrol officers soon

arrived to make the arrest. The driver's blood-alcohol level was three times higher than the legal limit for intoxication. "We made the road a safer place tonight," Dudley told his son as they headed home.

"These programs are available in only a few states," says Dennis Martin of the police chiefs' association, "but we recommend them for every state." (If you want one, Martin suggests writing to your state commissioner of police.)

In the meantime, car-phone users can call 911, or if this service is unavailable, ask the operator for an emergency connection to the police. Follow a suspect car at a safe distance, Martin adds. Do *not* attempt to chase the car or force it off the road.

Using car phones to lasso drunks has become a nationwide pastime. In Illinois, for example, the Alliance Against Intoxicated Motorists offers a $100 savings bond for every drunk arrested. More than 400 cellular owners have collected in the past four years. But the cellular posse has also captured a surprising number of violent criminals—sometimes in spectacular fashion.

On a winter morning in 1992, Robert Brodie drove up to the window of his bank in a Bensalem, Pa., shopping center. Seeing no teller, he peered inside and spotted a man with a pistol ransacking cash drawers. Moments later, robbers scrambled out the front door.

No you don't, thought an angry Brodie. *You're not getting away with it.*

When the fleeing bandits jumped into a battered Pontiac and took off, Brodie followed, punching 911 on his car phone. "I'm in my car following two robbers who hit the Provident National Bank in Bensalem," he told the Bucks County emergency operator, who swiftly relayed the information to the police.

For several minutes Brodie kept up a running commentary as he pursued the car through suburban streets. When he lost sight of the robbers after they cut through a parking lot, he pulled over and stopped. A police cruiser that had been tuned in to Brodie's call drove up. "Let's go," shouted the officer, motioning Brodie into the cruiser.

On a ramp to Interstate 95, they found the robbers being held at gunpoint by another officer. "They're the guys," Brodie confirmed.

Returning to his car, Brodie looked at the mobile phone gratefully. He had acquired it for his business as a security consultant. Never did he imagine that he would use it to catch bank bandits.

"We would never have caught the robbers without Brodie," says Bensalem police captain Jack Robinson. "Cellulars have served us well."

Last year, law-enforcement officials in Washington's King County asked the cellular posse to help them find stolen vehicles. Several days a week over a nine-month period, they described a different stolen vehicle over local radio stations; listeners were asked to call *CAR or 911 if they had any information. Of 161 missing cars

described, 146 were recovered. Police hope to establish the "hot car" program permanently.

Citizens of Honolulu don't have to wait. A drive-time radio show on station KSSK has a popular feature called "The Posse," which enlists citizens in the hunt.

A few months ago, a resident in Oahu's Kaneohe district telephoned the show to report that his Toyota had been stolen from his driveway. Minutes after the car's description was broadcast, a motorist called in a sighting. There was a second sighting by a woman who had just dropped her child off at school. For nearly an hour, callers tracked the Toyota street by street. The thief, obviously listening to the radio show himself, finally pulled into a driveway and ran off.

"When the chase is on, it's the best part of our show," says Michael Perry, the program's co-host. "And the everyday guys on their way to work are the good guys.

"They're tired of feeling helpless against crime. The posse is the perfect solution."

AAA NORTH JERSEY
TRAVELER
JANUARY/FEBRUARY 1995

Highways Offer New Cellular Services

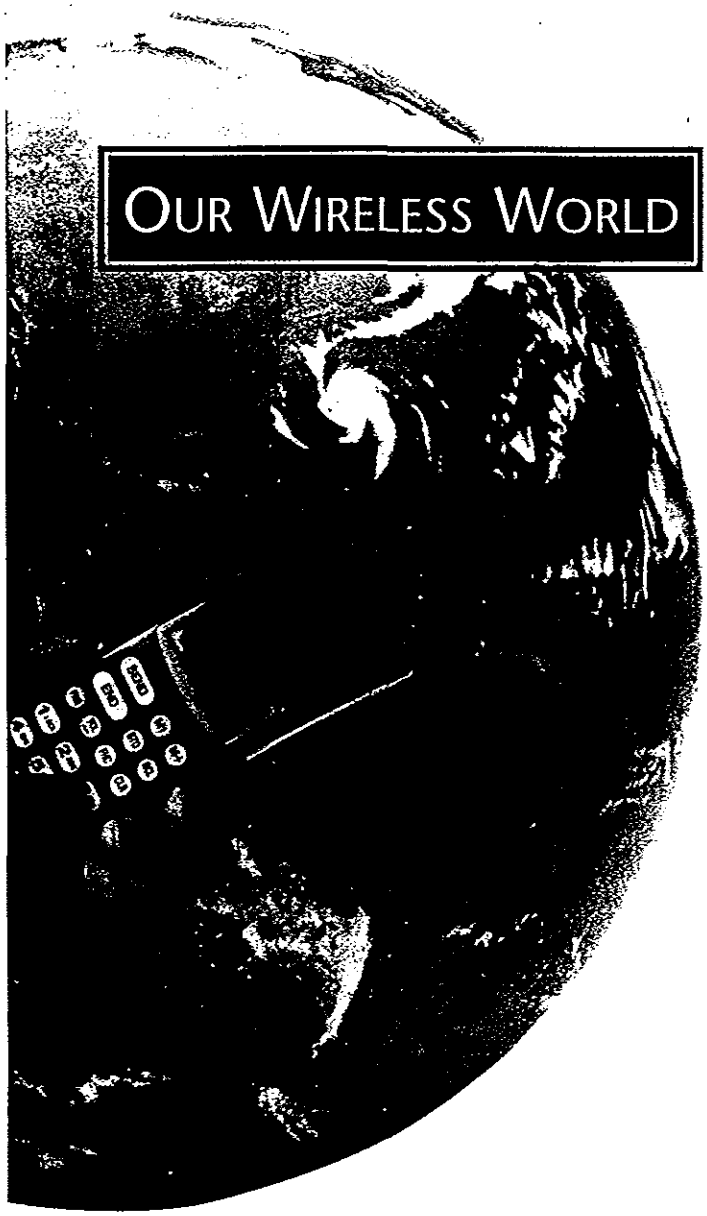
No longer is cellular phone use viewed as a luxury for the extremely wealthy. Today it is an important part of complete driver safety and security, leading to a dramatic increase in sales nationwide. As a result, more and more services are becoming available to cellular phone owners.

No longer considered a luxury item, a cellular phone is an important part of complete driver safety and security.

The Lincoln Tunnel, the busiest tunnel in the United States, now offers cellular phone service to commuters. Since October of 1994, Cellular One customers have been able to place and receive telephone calls as they drive through the tunnel. In the first quarter of this year, additional cellular equipment will be installed so that all cellular telephone customers will be able to use the service. The Holland Tunnel will also provide the service in early 1995. Richard R. Kelly, director of the Port Authority's Interstate Transportation Department cites the ability of cellular phones users to help "keep traffic flowing smoothly" as an important force behind the pursuit of this advancement.

The New Jersey Turnpike Authority has also increased services to mobile phone users. In a joint agreement with several area cellular phone service providers, callers can now dial #95 (# - 9 - 5) for vehicular assistance or to report traffic congestion along the entire length of the New Jersey Turnpike. The calls are toll- and airtime-free. This should not be confused with 911 — #95 is not for reporting emergencies.

AAA was one of the first to announce special cellular phone safety features such as the one-touch AAA and 911 buttons on a phone available only to members. AAA will continue to be at the forefront of new developments in safer driving for all our members.



Our Wireless World

Our Responsibility To Your Community

Our responsibility to you and your community goes beyond providing you with the freedom to communicate. Safety, security and increased business productivity are what makes Bell Atlantic NYNEX Mobile's commitment to quality service so important.

Your wireless service is only as good as the local communications site serving your area.

Bell Atlantic NYNEX Mobile is facing this challenge head on as we form relationships with communities, local government officials, police, fire, and emergency service personnel. We are confident that through these relationships, we can develop creative solutions to even the most complex communication problems.

Although each community is unique, our commitment to wireless service is consistent.

DID YOU KNOW ?

There are countless ways in which wireless technology enhances our lives.

From community safety and personal protection, to increased business productivity, wireless services offer you freedom and peace-of-mind wherever you go.

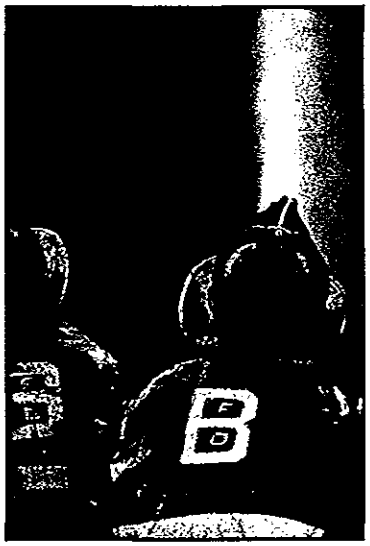
- Police officers, firefighters, and paramedics rely on wireless communications as a vital safety tool to serve your local communities.
- Each month, 500,000 people use cellular phones to call 9-1-1 for help for themselves and for others.
- Wireless communications have played an essential role in the rescue efforts of the Oklahoma City Bombing, the World Trade Center Bombing, the Blizzard of '96, the Long Island Fires, the Los Angeles Earthquake, and Hurricane Andrew.
- Almost 70% of current cellular users report personal safety as the primary reason for purchasing a cellular phone.
- Over 32 million people use cellular phones in the United States today. By the year 2000 it is estimated that 100 million people will be using wireless services.

> *"At no other time in American history has there been a greater need for cellular phones in law enforcement."*
>
> Dennis Ray Martin
> President,
> National Association of Chiefs of Police

SIMPLE, RELIABLE ANYTIME, ANYWHERE COMMUNICATIONS

WHY WE NEED A WIRELESS COMMUNICATIONS FACILITY IN OUR COMMUNITY.

Bell Atlantic NYNEX Mobile is working every day to provide essential anytime, anywhere communications. With a growing customer base and an increasing dependence on wireless technology, our goal is to enhance our network to provide you with the best possible service.



We are committed to educating local communities about this exciting technology. Your community is an integral part of our wireless world.

Please feel free to call us anytime for more information about wireless communications in your community. We can be reached at (914) 365-7731.

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A Mobile Services Joint Venture

WINNING STRATEGIES PUBLIC RELATIONS
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709E

Helping the rangers

Joseph Chedewille, manager, Bell Atlantic Nynex Mobile's King of Prussia store, center, gives rangers, from left, Chris Bairy, Melvin J. WArd and Alexander Whyte of Neshaminy State Park, Steven Cardell of Nockamixon State Park, and Charles Broadwater of Delaware Canal and Ralph Stover State Parks, a lesson on their new portable phones. They'll use the phones during the busy summer season. Bell Atlantic provides the phones and air time to eight area state parks as part of the third annual Safe Summer Program. The program ws expanded this year to increase communication capabilities and safety for park rangers, lifeguards, night watchmen and visitors.

WINNING STRATEGIES
PUBLICATION: Guide (Kensington/ Richmond Edition)
CIRCULATION: Weekly- 49,500
DATE: Thursday, July 10, 1997

Phone donation enhances summer safety

37096

Bell Atlantic NYNEX Mobile recently donated 25 cellular phones to the Department of Recreation's Aquatics Division to expand their Safe Summer Program, putting cellular phones in the hands of park rangers, lifeguards and night watchmen during the busy summer season.

The phones, which are linked directly to 9-1-1-, will be used by lifeguards during the day, and night watchmen in the evenings at 21 locations throughout the city in the event of an emergency. Four of the phones will be provided to "mobile" pool inspectors who patrol the City's 80 pools.

The "Safe Summer Program" is part of Bell Atlantic NYNEX Mobile's "Wireless At Work . . ." initiative, which was created to identify and assist with the charitable needs of organizations throughout the company's service area. Established three years ago, the program began with a donation of cellular phones and air time to the Department of Conservations and Natural Resources (DCNR) Bureau of State Parks to enhance the communications capabilities of area state park rangers. This year, Bell Atlantic NYNEX Mobile has expanded the program to include the Department of Recreation's Aquatics Division, to ensure that visitors to Philadelphia public pools enjoy a safe summer. As part of the expansion, the company has increased its donations of phones.

"We are pleased to grow our program this year to help area lifeguards, park rangers and night watchmen as they prepare for summer activities," said Robert F. Stott, regional presidents of Bell Atlantic NYNEX Mobile. Added Michael DiBerardinis, Commissioner of the Philadelphia Department of Recreation, "We are grateful for this donation, which we hope will make the challenge job of our staff a little easier."

As part of its "Safe Summer Program," Bell Atlantic NYNEX Mobile's has also donated phones and service to state parks, recreation programs and beach patrols in the New Jersey and Delaware areas during the busy summer season. In total, more than 100 phones have been donated in the tri-state region this summer.

WINNING STRATEGIES PUBLIC RELATIONS
PUBLICATION: *The Haddon Herald*
CIRCULATION: 2x's per month - 15,000
DATE: July 3, 1997

Loaner

Bell Atlantic NYNEX Mobile recently loaned seven cell phone as a part of its Safe Summer Program to Camp Sunny Side, a recreational and educational camp designed for special children, held at Camden County College in Blackwood. Accepting the cell phone are county freeholder Bernie Platt and recreation program specialist Judy Franchi from Bell Atlantic NYNEX Mobile's Nancy Connor, right.

WINNING STRATEGIES
PUBLICATION: *Courier Post*
CIRCULATION: Weekday: 87,547 Sat: 87,547 Sund: 97,337
DATE: Friday, October 31, 1997

Mischief Night is quiet as Camden keeps watch

By KEVIN RIORDAN
Courier-Post Staff

CAMDEN — With only a handful of minor fires reported, the city's annual campaign against Mischief Night arson appeared to be paying off late Thursday.

Several hundred law enforcement officers, firefighters and citizen volunteers were on duty, and the streets were quiet except for a few incidents of egg-throwing and minor vandalism, city officials said.

By 11:25 p.m., only 11 fires had been reported, along with one or two arrests for criminal mischief, said city spokesman Keith Walken. He called the night "anti-climactic."

Three vacant houses were set afire, two by flares. The blazes, which caused little damage, were at 19th Street and Wayne Avenue, South 8th and Jefferson streets and in the 1100 block of North 25th Street. Also, a fire destroyed a car in a garage in the 100 block of North 32nd Street.

The other fires involved trash or leaves.

"We're more prepared than we've been in years," Mayor Milton Milan declared, as he arrived at the Kentucky Fried Chicken restaurant in East Camden to accept the loan of 20 cellular telephones from Bell Atlantic Mobile.

The mayor credited support

Please see MISCHIEF, Page 12A

Mischief/Under watch, Camden quiet

Continued from Page 1A

from several businesses, along with a "pro-active" approach that included transporting 2,000 city youngsters by bus to suburban recreation sites for what appeared to be a very quiet Mischief Night.

On Oct. 30, 1991, 49 buildings were torched as a wave of arson fires shook the city. A subsequent effort to quell arson and other "mischief" by using citizen volunteers to patrol the streets helped reduce arson dramatically.

Among those on patrol was Robert Jeter, 49, a father of three who lives at North 10th and Elm streets in North Camden.

"I don't mind walking to help out the city I was born in and the city I live in," Jeter said.

According to Camden Fire Department statistics, there were nine fires in buildings between 6 p.m. and midnight on Mischief Night in 1994, seven in 1995, and 20 last year.

Milan noted the city has shifted the emphasis of the Mischief Night campaign away from arson and toward something almost akin to a community celebration. At Broadway and Ferry Avenue in South Camden Thursday, a block party sponsored by the police department and Sacred Heart Church drew a crowd of at least 75 neighborhood residents. A group of Rowan University football players also was on hand with T-shirts for the youngsters.

"I love it. It keeps the kids out of trouble," said Denise Carter, 36, who brought several of her nieces and nephews to the bash.

Despite the festive atmosphere, about 100 Camden firefighters — twice the normal number — were on duty Thursday night, Chief Kenneth Penn said. Companies in Westmont and Pennsauken were deployed in the city and additional suburban fire personnel were at bases in Gloucester City and Pennsauken. Philadelphia firefighters also were available for backup.

Camden Police Chief William J. Hill said about 225 of his officers — four times the usual number — were on the street Thursday night. They were bolstered by a contingent of state police and personnel from the Camden County Prosecutor's Office, the Camden County Sheriff's Department, N.J. Transit Police, and the Parole Bureau of the N.J. Department of Corrections.

The city also expected close to 1,000 volunteers, representing 65 community, church and business organizations, to either patrol the streets, keep an eye on abandoned buildings in their neighborhoods or help out with special events for youngsters.

FOR IMMEDIATE RELEASE
Editorial Contact: Pam Sweeney Boyd (609) 727-1200 x257
October 28, 1997

BELL ATLANTIC MOBILE GIVES HIGH-TECH HELP TO CAMDEN CITY NIGHT WATCH GROUPS FOR MISCHIEF NIGHT

CAMDEN CITY, NJ - - Camden City neighborhood watch groups are one step closer to ensuring a safer Mischief Night due to a wireless phone loan from Bell Atlantic Mobile. The 20 phones, several of which are DigitalChoice[sm] digital phones, will make it easier for members of night watch groups to immediately report crime to the City's hot line designated for Mischief Night. The latest in wireless technology, DigitalChoice[sm] digital phones have a longer battery life which will be particularly useful to volunteers patrolling the area for the duration of the evening.

"We want to do our part as a good corporate citizen and help keep Camden City's streets safe this Mischief Night," said Bell Atlantic Mobile's Regional President, Robert F. Stott. "Our cellular phones will provide the watch groups with the direct communications link they need in order to report suspicious activity and hopefully prevent crime."

The cellular phone loan is part of Bell Atlantic Mobile's umbrella community relations program, "Wireless at Work," which provides wireless equipment to the communities it serves.

WINNING STRATEGIES
PUBLICATION: *Gloucester County Times* (Woodbury, NJ)
CIRCULATION: Weekday: 29,034 ; Sun: 32,000
DATE: FRIDAY, OCTOBER 3, 1997

Bell Atlantic Mobile recently celebrated its one-year anniversary at the Deptford Mall Communications Store by giving back to the community. The donation of two cellular phones with pre-activated 911 numbers was accepted by Deptford Mayor William Bain, left, on behalf of the Victim Witness Advocacy Program in the Gloucester County Prosecutor's Office. The donation is part of Bell Atlantic's "Wireless at Work" community program that offers support to non-profit groups. Pictured with Mayor Bain are Bell Atlantic Mobile representatives Carol Terrell, assistant retail sales representative; Tim Reagan, senior sales representative; and Robert Scalia, right, assistant communications store manager.

WINNING STRATEGIES
PUBLICATION: *Wilmington News Journal*
CIRCULATION: Weekday 7,200; Saturday 7,200
DATE: Thursday, October 2, 1997

The News Journal/BRIAN BRANCH-PRICE

Robert F. Stott, president of Bell Atlantic Mobile, reads messages on silhouettes Wednesday in Rodney Square. Stott's company is donating 20 cellular phones to the Delaware Coalition Against Domestic Violence.

Display is silent witness to pain of violence at home

By PHIL MILFORD
Staff reporter

WILMINGTON — Fourteen wooden silhouettes, including six of children, stood at silent attention on the steps of Rodney Square Wednesday, bearing witness to the horrors of domestic violence in Delaware.

The silhouettes, representing women and children who died in recent domestic strife, were placed in the square as part of a rally Wednesday marking the start of Domestic Violence Awareness Month.

A highlight of the event was the announcement that Bell Atlantic Mobile was donating $5,856 worth of cellular phones and voice mail to the Delaware Coalition Against Domestic Violence.

Robert F. Stott, Bell Atlantic regional president, said the 20 cell phones are programmed to dial 911 when one button is pushed to enable victims get help quickly. And the 40 voice mail accounts will provide confidential, private access to potential employers and other services.

State Attorney General M. Jane Brady said men as well as women can fall victim to domestic violence, but men are more reluctant to report it. She pointed to the silhouettes as voices "that have been silenced forever."

Brady said people who feel they are victims of domestic abuse should call police and go to Family Court and request a Protection from Abuse order, which are designed to keep abusive spouses and boyfriends away from the victim.

Margaret Parsons of New Castle told the 50 people at the rally about her 18 years in an abusive marriage to an alcoholic husband.

She said he began beating her when she was pregnant with the first of three children, and threatened to kill her when, more than a decade later, she notified authorities.

"At first he brought me flowers to make up ... but on June 26, 1994 he tried to strangle me," she said.

Then, Parsons said, "my daughter found a gun in the dishwasher," so the family fled to a pre-arranged "safe house" while police looked for him.

They eventually found her husband drunk at home holding the gun — and he said he would have killed her if he could. She said he later died of alcoholism.

"It was the worst experience of my life," Parsons said.

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Transcript

DATE	November 6, 1997
TIME	5:30-6:00 PM
STATION	WHYY-TV (PBS) Channel 12
LOCATION	Wilmington, Del.
PROGRAM	12 Tonight

Nancy Karibjanian, anchor:

A Wilmington community fighting to take a neighborhood back tonight and getting help from Bell Atlantic Mobile and the police. The West Twenty-eighth Street Neighborhood Association calling in the reserves to clamp down on crime and drug activity in their community.'

The Mayor, Police Department, and Bell Atlantic Mobile working together on this to give the community a pre-programmed 911 wireless phone system to beef up their Community Watch.

So far, any help to the community for keeping the peace will help with cutting crime.

Vera Gladney (President, Twenty-eighth Street Neighborhood Association): They had taken over the neighborhood to the degree that we were afraid to come up our street, so we were coming down Enterprise Street to get to our houses. And they were just all out, I mean it was crowded and they were sitting on people's lawns. It was almost to the-- we were frightened.

They were shooting guns in the streets.

Karibjanian: Here's how it works: with this Bell Atlantic Mobile system, it's pre-programmed to dial 911.

# # #

FOR IMMEDIATE RELEASE
Editorial Contact: Pam Sweeney Boyd (609) 727-1200 x257
October 20, 1997

YWCA'S DOMESTIC VIOLENCE VICTIMS
GET HIGH-TECH HELP FROM BELL ATLANTIC MOBILE

WILMINGTON, DE - - Recognizing the physical, emotional and economic toll that domestic violence takes on Delaware's private and corporate citizens, Bell Atlantic Mobile announced today the donation of wireless products to the YWCA of New Castle County.

Through Bell Atlantic Mobile's "HopeLine"charitable initiative, the donation includes 10 confidential voice mail boxes for victims of abuse. With this donation, women can give out a confidential number - - rather than their own phone number - - as they seek employment, housing or counseling. Ten pagers and two cellular phones, which are also part of the donation, will allow women in transition - those not at a permanent address or with a permanent phone number - to be contacted.

"Our business is about helping people communicate anytime, anywhere, and for women trying to safeguard themselves against an abuser - - communication is even more significant," said Robert F. Stott, Bell Atlantic Mobile regional president, at a press conference held today with U.S. Senator Joseph Biden. "We're trying to make it easier for women in these situations to break the cycle of domestic violence and to lead productive lives."

- more -

"This voice mail service is an invaluable tool for domestic violence victims who feel trapped," said Ruth Sokolowski, executive director of YWCA of New Castle County. "It enables a woman to take control without exposing herself to possible repercussions from an abuser."

HopeLine, which was first introduced in 1993, was initially focused toward the homeless population. Bell Atlantic Mobile has since expanded HopeLine to meet the needs of diverse groups, including domestic violence victims, shelter residents and people in outreach centers.

This past year on a national level, through Bell Atlantic Mobile's HopeLine program, more than 4,400 individuals, including domestic violence victims, received free voice mail service. By taking advantage of this service, hundreds of people were able to secure employment and housing, and seek counseling discreetly.

Bell Atlantic Mobile is the largest wireless service provider on the East Coast and the second largest in the United States. The company owns and operates the most extensive network in the East, covering 111,000 square miles, and the largest chain of wireless retail outlets offering a full range of wireless personal communications services, including voice, data and paging. Based in Bedminster, NJ, Bell Atlantic Mobile has 5 million customers and 7,000 employees in the Northeast, mid-Atlantic, Southeast, and, through a separate subsidiary, in the Southwest. The company is the chief wireless subsidiary of the new Bell Atlantic, formed through the merger of Bell Atlantic and NYNEX corporations.

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FOR IMMEDIATE RELEASE
Editorial Contact: Pam Sweeney Boyd (609) 727-1200 x257
October 24, 1997

BELL ATLANTIC MOBILE DONATES WIRELESS PRODUCTS TO NEW DOMESTIC VIOLENCE PROGRAM

CHERRY HILL, NJ - - Bell Atlantic Mobile has announced a donation of 20 pagers to support "Side-by-Side" - a new domestic violence crisis intervention program initiated by Cherry Hill Township. The pagers, designated for Side-by-Side volunteers, will enable police dispatchers to immediately contact volunteers when a domestic violence victim is in need of counseling.

"Our wireless products provide the vital link that allows people to communicate with each other anytime, anywhere," said Robert F. Stott, regional president of Bell Atlantic Mobile. "By making product donations, we're doing what we can, as a corporate citizen, to help break the cycle of domestic violence."

This October, in conjunction with domestic violence awareness month, Bell Atlantic Mobile has made significant wireless product donations to several groups which aid domestic violence victims throughout the Philadelphia region. The donations include free voice mail boxes under the company's "HopeLine" program. Voice mail provides people with a consistent point of contact and a confidential means of communicating with prospective employers and landlords. This past year, on a national level, Bell Atlantic Mobile provided 4,400 people with free voice mail.

HopeLine is part of Bell Atlantic Mobile's umbrella community relations program, "Wireless at Work," which provides the communities the company serves with the means to improve safety, security and emergency communications through wireless equipment and service.

Bell Atlantic Mobile is the largest wireless service provider on the East Coast and the second largest in the United States. The company owns and operates the most extensive network in the East, covering 111,000 square miles, and the largest chain of wireless retail outlets offering a full range of wireless personal communications services, including voice, data and paging.

# # #

C E R T I F I C A T E

I, MARY CAHILL JOHNSON, a Certified Shorthand Reporter of the State of New Jersey, do hereby state that the foregoing is a true and accurate transcript of my stenographic notes of the within proceedings, to the best of my ability.

Mary Cahill Johnson

MARY CAHILL JOHNSON, C.S.R., R.P.R.
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THE NATION'S NEWSPAPER

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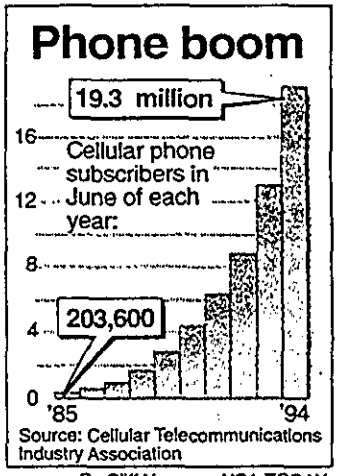


Safety spurs cellular phone sales

By Larry A. Strauss
USA TODAY

Cellular phone sales are exploding, spurred by safety minded consumers and heightened concern about crime.

Nearly 20 million people now own the portable phones, according to a study out today.

The Cellular Telecommunications Industry Association says usage has nearly doubled since 1992, and 2 of every 3 new telephone numbers are assigned to cellular phones.

They're catching on with everyone from anxious parents to motorists concerned about breakdowns: 46% of new users say personal security was the No. 1 reason they bought one.

"It's really driving the new wave" of sales, says Mark Lowenstein of The Yankee Group in Boston.

Natural disasters such as hurricanes and earthquakes also added to the sales surge.

Sales at Comcast Metrophone in Pennsylvania's Delaware Valley soared 40% after snowstorms this year stranded hundreds of motorists. Cellular calls to 911 numbers are free.

Cellular phones have been around since 1983, but firms had done little to attract safety conscious customers because their low usage tends not to rack up a lot of paid airtime.

Now they're avidly chasing those users. US West's "Mr. Rescue" service provides free roadside assistance for stranded motorists. Most of Florida's carriers offer a *FHP feature that dials the police.

Some customers who don't expect to use the telephones much become enthusiasts.

"They'll go a couple of months with it in the glove box, then they'll start using it and like it," says Kevin Heiner, a Salt Lake City cellular wholesaler. "Pretty soon it's an emergency to call and see if you need to stop and pick up bread and milk on the way home."

U.S.A. Today
Publication

Town

June 12, 1996
Date

THE NATION

Car phone, toddler save mother

Woman and 3-year-old are abducted

By Kevin Johnson
USA TODAY

Clinging to a cellular telephone and leaning on the car horn, a Florida toddler helped police rescue her mother from a sweltering car trunk.

The girl, whose identity is being withheld because of safety fears, led police to the top level of the parking garage at Tampa International Airport, where a kidnapper had locked her mother in the trunk.

"Not bad for a 3-year-old, huh?" airport police Lt. Steve Marlovits said Sunday. "Most kids that age would have lost it completely. Not this one."

But police say a good deal of the credit must go to the child's mother, Mary Graves, who dialed 911 on a hand-held phone and secretly passed it to her daughter before the kidnapper hustled Graves into the trunk.

The toddler's knowledge of colors and her surroundings helped dispatchers locate the car within 21 minutes after the call was placed, Marlovits said.

The little girl, fighting through tears, remained on the line the entire time, telling dispatchers she was in a blue car and could see the sky.

SUSPECT: Police say this man locked woman in her car trunk.

But perhaps most important, police said, the girl honked the horn as requested.

"That's a big lot, but we're used to locating cars by sound when alarms go off," Marlovits said. "When that little girl hit the horn, it really helped us."

The Friday evening ordeal began about 5:30, when the pair pulled into a nearby Pinellas Park service station for a cold drink on the way home from visiting friends in St. Petersburg.

Graves and her daughter had returned to the car and were leaving the service station when a gunman popped up from the floor in the back seat.

"He didn't talk much," she said. "He just told me to go to the airport."

Graves told police that the gunman directed her to the upper level of the nine-story parking garage and got out of the car. Before being robbed and placed in the trunk, Graves said, she slipped the phone to her daughter and instructed her to "keep talking to whoev-

er answers."

"Apparently, (the suspect) never noticed Mrs. Graves dial 911 or give instructions to the little girl" in the back seat, Pinellas Park police spokesman Leroy Lerchen said.

Until she became unconscious, Graves coached her daughter by pushing the trunk side of the back seat slightly forward.

"My daughter's not allowed to honk the horn," Graves said. "But when she started, I was screaming, 'Honk it, baby, you just keep honking.' ... I don't think I could have lasted much longer. It was just so hot."

Police were searching for a thin man, 20 to 25 years old, of average height and dark hair.

'MOMMY'S IN THE TRUNK?'

Partial transcript of a 3-year-old's 911 conversation, after police dispatchers determined she was at Tampa airport:

Male dispatcher: Are you there?

The girl: Yes. I want my mommy.

Dispatcher to dispatcher: I have a 3-year-old lost at the airport.

Female dispatcher: OK. Are you in a car?

Girl: Yes.

Male dispatcher: Do you see any airplanes?

The girl: Mommy in the trunk.

Male dispatcher: Mommy's in the trunk?

Female dispatcher: Can you honk your horn? Sit on the horn, make it loud?

The girl: Where is it?

Female dispatcher: It's where the steering wheel is. OK, get up front, this is a game, get up front.

The girl: I can't find it.

Female dispatcher: It's right up front, the big steering wheel, just press in the middle.

The girl: Where is Mommy?

Female dispatcher: Honey, we're trying to find you.

The girl: Mommy!

Female dispatcher: Honey, can you go to the steering wheel?

The girl: Mommy! (sounds of crying)

Female dispatcher: Don't cry. Can you see a roof or do you see sky? Look and see if there's a roof above you.

Girl: Why?

Female dispatcher: Why? So I can find out where you're at and get a hold of your mom. ... Talk to me a little while. We're trying to get Mommy. Can you do something for me? Can you try to honk your horn loud? (Honking)

Female dispatcher: Keep honking, keep going. OK, sweetheart, keep doing that so the officers can hear. (Honking)

Female dispatcher: Honey, do you know your home phone number? We're trying to get daddy and mommy. Do you know your phone number?

The girl: Yeah.

Female dispatcher: Can you tell me?

The girl: Yeah. (Tries to give number.)

Male dispatcher: Try again, honey. Do you know the number?

The girl: Yeah. (Gives the number)

Male dispatcher: You're smart.

Female dispatcher: Honey, do you see the police officer?

Officer's voice: OK. I got (her).

Star - Ledger
Publication
Newark, NJ
Town
Feb. 21, 1996
Date

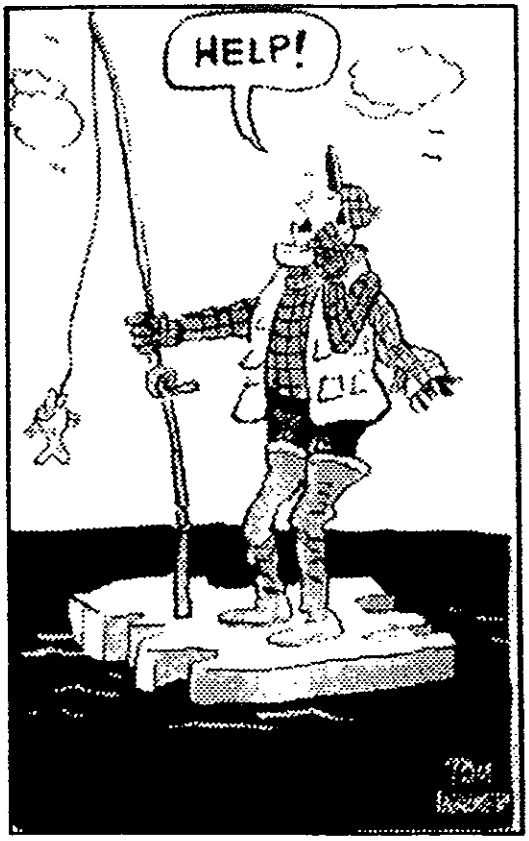
Fisherman was smooth operator

When a Norwegian fisherman found himself floating out to sea on a chunk of ice yesterday, he kept his cool and let his fingers do the walking – to safety.

The 55-year-old man, whose name was not released, was ice-fishing when he noticed that his patch of ice had broken adrift. He couldn't reach land across the rapidly widening expanse of frigid ocean water.

So he whipped out his cellular telephone and punched in the number of the nearest fire department, in Fredrikstad, to let them know of his involuntary voyage.

The fire department called the police, who called the Royal Air Force, which sent a rescue helicopter that picked him up within 30 minutes of his call.



"They even rescued his sled," said Johan Skjulhaug of the Fredrikstad police. Skjulhaug said the fisherman probably owes his life to his phone.

The Star Ledger

Publication

Newark, NJ

Town

May 3, 1997

Date

Keep Car Phones

A car phone is a necessity when stranded on a deserted street with a flat tire, when you're late for work and or someone is following you. If the government banned their use in cars while driving, what other way would we have to communicate?

I work at Shadow Traffic and get an incredible number of cell phone calls from witnesses telling us of serious ca accidents, car fires, house fires, overturned vehicles, flooding, hit-and-run accidents and numerous other events that occur in and out of the city every day.

Not everyone who drives and talks on the phone causes an accident. Anyone not paying attention on the road can hit someone. People must take responsibility for their actions and not blame them on an electronic device. If the government bans the use of car phones, it should also ban the use of CB radios in trucks, limousines and taxis.

Car phones used properly can save a life. One day the life saved may be yours.

—**Kathy Marques**, Elizabeth

Sunday Star Ledger
Publication
Newark, NJ
Town
January 29, 1995 / Circ. 720,174
Date

COMPUTERS & OFFICE AUTOMATION

From perk to practical

By Tracey Tucker
Special to The Star-Ledger

While the snowstorms of winter 1994 brought traffic delays and disruptions to many companies, at Jet Aviation—an aircraft servicing and management firm—business continued smoothly, thanks to employees equipped with cellular phones.

"The inclement weather had little effect on us because our decision-makers were able to conduct business," said Joseph Esmerado, vice-president of aircraft maintenance at the Teterboro-based company.

The growing enthusiasm for wireless communications has made cellular phones one of the fastest growing consumer electronics segments. Today, there are over 19 million cellular customers in the United States, up from about 10 million in 1992, according to the Cellular Telecommunications Industry Association (CTIA). More than 17,000 new customers are added each day, the Washington, D.C.-based organization reports. Industry analysts predict that by the year 2000, 33 million Americans will be using cellular phones.

The astounding growth of the cellular market can be attributed, in part, to the vast improvements in technology, coupled with declining prices. The phones continue to shrink, and include more features and longer battery life.

An example is Motorola's MicroTac Elite, which weighs in at a mere 3.9 ounces, quite a change from the hefty eight- to 11-pound models of a decade past. The Elite—equipped with 60 minutes of

CELLULAR TECHNOLOGY

talk time, and a built-in answering machine that holds 70 seconds worth of messages—easily fits into a shirt pocket or purse.

Along with technology improvements, cellular is becoming more affordable. The average monthly bill for subscribers dropped from $83.94 per month in 1990, to $58.65 per month in the first half of 1994, according to CTIA research, and the trend is expected to continue.

As prices drop, the service continues to grow more robust. Cellular carriers such as Bell Atlantic Mobile and Cellular One are providing call management features typically accessible from desk phones, such as voice mail, three-way calling, call forwarding and call waiting.

Used with other wireless gadgets, cellular phones allow businesspeople to create mobile offices. Armed with cellular fax machines and laptops with cellular modems, they send data, retrieve fax and E-mail messages, and tap into on-line information services from remote locations.

Many cellular users are "yellow pages entrepreneurs," said Lonnie Lauer, vice-president for Bell Atlantic Mobile's northern New Jersey region. These landscapers, plumbers and others in the construction trade rely on cellular phones to take calls from new customers and respond quickly to emergencies. "The worst thing for them is if a customer calls and gets a recording," said Lauer. "The customer is likely to go to the next person listed in the phone book, rather than leave a message." A cellular phone often keeps these subscribers from losing business.

Sales and service professionals also rely heavily on wireless communications. Salespeople are able to spend more time in the field with customers, and get on-the-spot information on pricing, inventory and availability. Service technicians are able to order parts from their trucks, get schematics of equipment they're working on faxed right to the customer site and receive instructions on their next job without returning to the office. Professionals, such as attorneys, are able to access on-line bulletin board services to do legal research while sitting in courtrooms and airports. Subscribers are able to use their time more productively by making calls on the way to and from work, and using the phones to schedule appointments.

While today's cellular technology seems to offer the height in untethered communications, advancements will bring even better service.

One of the most significant advancements in cellular data is the emergence of Cellular Digital Packet Data (CDPD), a digital data transmission service that uses idle voice channels within the existing cellular network to send bursts of data. The service takes wireless data to the next level by increasing speed and reliability of transmissions.

Cellular One, which services 2,300 cities in the U.S. and Canada, is testing CDPD in such major cities as Seattle, Dallas, Miami and New York. The company, owned by McCaw Cellular Communications Inc., hopes to have the service fully deployed by the fall.

Bedminster-based Bell Atlantic Mobile provides CDPD in parts of Morris County, and plans to expand the service's coverage in 1995. ◆

Star - Ledger
Publication
Newark, NJ
Town
Feb. 21, 1996
Date

OUR OPINION

Technology wins out

Cellular phone use will continue to grow despite complaints from a few

Society can't be brought to a halt because of imagined health risks or objections to the aesthetics of a cellular telephone antenna.

That's what a wise appellate court panel was saying last week when it decreed that cellular telephones were a "benefit to the general public," thus making it harder for towns to reject applications for the towers.

The court was ruling on a case in Monmouth County, but the decision has implications for Morris, where Bell Atlantic plans to put up as many as eight antennas.

Nyne, Bell Atlantic and other companies seeking to erect cellular telephone antennas here - for the benefit of people who live and drive here - have been subjected to all sorts of harassment from local residents and officials. The antennas pose health risks, people claimed. And they're ugly too.

Not so fast. The court said health risks from electromagnetic waves are "unsubstantiated" - an unfortunate choice of words, and misleading to boot. The court could just as easily have said there is no evidence of health risks.

Sure, reports of disease "clusters" in communities near chemical plants, power lines and other sources of pollutants or radio waves make for great headlines. But these clusters have fallen apart under close scrutiny.

If half of what people claim is true, we'd all be dead from rays emanating from our microwave ovens, color televisions and other devices in our homes.

As for aesthetics, the court said if towns want to reject the towers because of the way they look, they'd better be able to prove that their argument outweighs the social benefits.

Besides providing busy business people and families with a handy way to keep in touch, cellular phones allow citizens to report accidents from the road, and provide vital communication when storms down regular phone lines.

They've obviously proven tremendously popular with the public, with 16 million in use in the United States today, and that number is expected to jump to 50 million by the year 2000. We're guessing a number of these phones are owned by people who live in the towns where antennas are proposed.

Local governing bodies are responsible for looking out for the public interest - not necessarily the interests of the relatively few people who show up at a public meeting to complain.

Blairstown Press

Publication

Blairstown, NJ

Town

Sept. 21, 1996 / Circ. 4,400

Date

Feels there is 'inherent benefit' in cellular tower

To the Editor: 2 - 438703

In following the flap over the request of Cellular One to place a telephone re-transmission tower in Blairstown, I regret I am not a Blairstown resident so I could not testify at the hearings. However, as a member of the region affected by this service, I do have a direct stake in the outcome and wish to make it clear that the testimony, and press thus far generated is strictly one, biased side of the issue.

I do not argue the unsightliness of having a tower in your backyard, nor a sound baffle, nor an airport, nor a highway, etc. But this is 1994, and they are part of reality. In truth, there are some homes and businesses in the area (though not too many here abouts, thank goodness) that I would less rather have in my backyard than the tower! Before you all jump on me over this tomorrow morning, I will say now that I don't personally own a suitable location for such an antenna placement, so we chew on that hypothetical argument.

The opposition to the antenna seems to have settled on the issue that the phone company has not proven the tower would represent an "inherent benefit." Those of you who have not yet discovered the amazing technology of cellular phones and come to depend on them might take this position. But, sorry folks - in the big picture you're wrong.

We have cellular phones in our vehicles, and use them extensively. We depend on them for conducting daily business. More important - when winter snows wipe out the land phones up here on the mountain, or summer electrical storms kill our local service (which happens regularly in Hardwick) it is reassuring to know we still have emergency contact with the outside world to call an ambulance, fire trucks or the police.

We use our car phones extensively for getting messages when running around Blairstown doing business with the local merchants. I can't begin to guess how many extra trips into town have been saved by this benefit - and gasoline - and the environment. Our kids can reach us when they need to be picked up from school, or when practice is over. Ever the school nurse has reached me in the car. We spend a lot of time in our vehicles, living and working in a rural area - and it is a great inherent benefit knowing we can be reached quickly for any of a thousand reasons. When we break down or have an accident - need any kind of help, we can easily get aid. How many break downs of other motorists, accidents and emergencies are reported by passing drivers with car phones each day? But not in Blairstown!

You see, as the cellular company is and has been trying to explain - Blairstown and Hardwick are right on a coverage seam. Like the man on the TV commercial says - if you can't get a call through ..., well, too bad for you. And, nearly half the time we can't in Blairstown or Hardwick. We never know from minute to minute, or spot to spot if we will get a dial tone. The nearest antenna is just too far

away. Placing calls and receiving calls throughout the entire state of New Jersey is simple - but not in Blairstown. Backwater-backward? How long do we continue being second class citizens, minus the benefits everyone else gets so early (cable TV, etc.)?

I sympathize with the people who do not want the antenna in their neighborhood, but don't, please don't advance the argument that there is no inherent benefit to the community. For you, maybe no - for many of your neighbors, and many, many more of us in the future - yes! The cellular company does not want to build this just to be mean to a few local residents - they are doing this because so many local residents have been complaining, arguing and harassing them over the years over the terrible service we receive in northern Warren County - that everyone else in the state expects and has come to take for granted.

Sincerely,
Michael Peterson,
Hardwick

PST COMMUNICATIONS GROUP NEWS UPDATE
PERIODICAL: **Trenton Times**
DATE: May 1, 1996

Town watch groups to get wireless phones

Donation to police includes unlimited use

TRENTON (AP) — The Whitman administration and Bell Atlantic NYNEX Mobile are teaming up to fight crime in Trenton and other cities by providing wireless phones to neighborhood watch groups.

The phone company announced yesterday that it is donating as many as 50 wireless phones with unlimited usage to police departments in Trenton, Asbury Park, Camden and Elizabeth. The police will hand out the phones to neighborhood watch groups.

Trenton Chief Ernest Williams
. . . discusses donation

In addition, Bell Atlantic NYNEX Mobile says it will provide HopeLine — a cellular voice mail service akin to an answering machine that offers battered women and homeless people a safe way to receive messages.

Company officials say the donation is part of the company's national "Wireless at Work" community service program. By providing the free phones and HopeLine, the Bedminster-based company joins the state's Adopt-A-Neighborhood Program.

"The cellular phones and service we are donating today will provide community volunteers with a critical measure of safety and security as they patrol their streets and reclaim their neighborhoods one block a time," said Bell Atlantic NYNEX Mobile President Dennis Strigl.

Community Affairs Commissioner Harriet Derman praised the company for "emphasizing civic responsibility and practicing corporate responsibility."

PST COMMUNICATIONS GROUP NEWS UPDATE
PERIODICAL: **Gloucester County Times**
CIRCULATION: 29,000 (Daily)
DATE: **May 1, 1996**

Cops get free phones

TRENTON — The Whitman administration and Bell Atlantic NYNEX Mobile are teaming up to fight crime with wireless phones.

The phone company announced Tuesday that it is donating as many as 50 wireless phones with unlimited usage to police departments in Asbury Park, Camden, Elizabeth and Trenton. The police will hand out the phones to neighborhood watch groups.

In addition, Bell Atlantic NYNEX Mobile says it will provide HopeLine — a cellular voice mail service akin to an answering machine that offers battered women and homeless people a safe way to receive messages.

PST COMMUNICATIONS GROUP NEWS UPDATE
PERIODICAL: **Asbury Park Press**
DATE: May 1, 1996

Phone company 'adopting' Asbury Park

COASTAL MONMOUTH BUREAU

ASBURY PARK — Bell Atlantic Nynex Mobile, the cellular communications company that has been donating services to communities for nearly a decade, will expand its program to include Asbury Park through the state's Adopt-A-Neighborhood Program, state officials announced yesterday.

The company already donates cellular services and equipment to police departments, homeless and domestic violence shelters or neighborhood watch groups in three of Gov. Whitman's urban initiative towns — Camden, Trenton and Elizabeth.

The new partnership, announced by state Commissioner of Community Affairs Harriet Derman, will expand those services in those cities, and, for the first time, include Asbury Park, the state's fourth targeted town under Whitman's urban revitalization program.

For Asbury Park, at this point, the company is donating five cellular telephones — programmed to dial 911 — to the city's Neighborhood Watch groups. Bell Atlantic also will donate its HopeLine cellular voice mail boxes to Epiphany House, a halfway house for recovering female alcoholics and drug abusers and their children in the city.

Hopeline works like an answering machine to provide individuals with a secure means of receiving messages from potential employers, landlords and social service agencies.

"This is our first large-scale involvement with Asbury Park," said Melinda McLoughlin, a spokeswoman for the company.

Bell Atlantic, headquartered in Bedminister Township, operates its Mobile Hopeline program at homeless and battered women's shelters in eight counties, including the Project Protect in Elizabeth and the Women's Center of Monmouth County, Hazlet Township.

Derman yesterday said the state has two dozen businesses, civic organizations and community groups involved in the neighborhood program.

Courier-News
Publication

Bridgewater, NJ
Town

November 28, 1996
Date

CODE LETS DRIVERS REPORT ROAD DRUNKS

Bell Atlantic NYNEX Mobile is kicking off a holiday safety program in which cellular phone customers can dial a special code to report other motorists who appear to be drinking drunk.

Bell Atlantic customers will be able to dail *DWI from their cellular phones and alert police to the presence of a drunken driver.

The service is available only to Bell Atlantic NYNEX customers and the call is free, said Bell Atlantic spokeswoman Robin B. Nicol. A*DWI call rings into a special line monitored by the state police, she added.

This in the fourth year the company has provided the service, Nicol said. "It's been very successful in past years"', she added.

The holiday safety plan will be in effect from Thanksgiving through New Year's Day. Bell Atlantic also supports Mothers Against Drunk Driving'a annual red ribbon safety campaign, "Tie One On For Safety". Customers can pick up red ribbons - which are traditionally tied onto car antennas to remind people not to drink and drive - at any Bell Atlantic store.

Jennifer Bauman

Star - Ledger
Publication

Town

February 11, 1995
Date

WOMAN STRUCK BY CAR IN CLARK

A woman accompanying her daughter on her newspaper delivery route was injured yesterday when she was struck by a car in Clark, police said.

Zaida Rodriguez, 63, of Elizabeth was listed in stable condition last night at University Hospital in Newark with facial truama and injuries to her left hand, said Rogers Ramsey, a hospital spokesman.

The accident occurred at 6:30 a.m. on Raitan Road near the Hehnly School, said Dectective Dave Satkowski.

Rodriguez was struck by a car driven by Mitchell Niles, 29 , of Roselle Park, he said.

Satowski praised neighbors and passing motorists with cellular phones who called 911 to report the accident.

The incident is still under investigation.

The Daily Local News
Publication

Town

November 8, 1996
Date

CELLUAR PHONES DONATED BY NYNEX MOBLIE

EAST CALN—In conjuction with the opening of its store in the Brandywine Square Shopping Center, Bell Atlantic Nynex Mobile will today be donating cellular phones to Bridge of Home in Coatesville, a non-profit organization that helps homeless women and children find permanent housing and achieve financial self-sufficiency.

The program's social woekers will use the phones for emergencies when they are traveling throughout the county.

The Star Ledger
Publication
Newark, NJ
Town
February 9, 1996
Date

Reaching out to battered women

Bell Atlantic's HopeLine offers voice mailbox

By ALLISON FREEMAN

Battered women living in shelters in Essex and Union counties will have a private cellular voice mailbox to use through a special community service program launched by Bell Atlantic NYNEX Mobile.

HopeLine, already available in Passaic, Morris and Atlantic counties, was announced yesterday in conjunction with the grand opening of the new Bell Atlantic NYNEX Mobile store in the Mall at Short Hills.

The mailbox, which is free, acts like an answering machine, providing victims of domestic abuse with a safe and private phone number to leave with prospective employers and landlords, without the abuser's knowledge, said John Stratton, vice president of Bell Atlantic NYNEX Mobile.

Stratton said the company also will look to other ways to help victims of domestic violence and other groups in need through its cellular services.

"The idea is to take wireless technology and put it work for people who need service in the community," he said.

HopeLine is provided in partnership with the state Division on Women and Division of Youth and Family Services.

"This partnership is a perfect example of how social-service agencies and concerned corporate citizens can work together to help break the cycle of domestic violence and improve the quality of life in our communities," Community Affairs Commissioner Harriet Dermant said in a written statement. "This truly is a model of wireless communications at work for the good of our citizens."

There were 70,000 domestic violence incidents reported in 1994, 12,000 of them in Essex and Union counties, Stratton said.

Photo by Bob Bruce
A woman at a shelter uses the HopeLine by Bell Atlantic NYNEX Mobile

In many of the cases, victims stay in relationships for financial reasons, said DYFS Director Patricia Balasco-Barr. HopeLine "will help these women become independent."

Three shelters in the counties plan to take advantage of the program to benefit abuse victims, Stratton said.

Patty Lue Boff, director of the Safe House in suburban Essex County, said the new program alleviates the "stigma" of women of telling prospective employers or landlords that they live in a shelter. Without HopeLine, most would not be able to receive messages, she said.

Rosa Weber, manager of the Essex County Violence Program, which operates a shelter, said she hopes other businesses will follow Bell Atlantic's lead and try to help victims of domestic violence.

"This is an invaluable service and I hope it lasts forever," said Lysa Corbin, legal adviser to the shelter.

'This is an invaluable service and I hope it lasts forever.'

— Lysa Corbin,
shelter legal adviser

Project Protect in Union County also is participating in the program.

More than 400 persons used HopeLine in 1995. Cathy Stephens of Jersey Battered Women's Services in Morris County said her clients find the service "a very secure way to communicate."

Millburn Mayor Elaine Becker thanked Bell Atlantic and said the township also plans to develop a domestic-violence program.

Victims of domestic violence are the focus of the program, but the voice mailbox has also helped the homeless and other groups, Bell Atlantic's Stratton said.

Jim Rhodes, a homeless man from Morristown, said he puts the HopeLine number on his resume when he applies for jobs and in dealing with landlords.

HopeLine is part of a national service program called "Wireless at Work," Stratton said.

It is a national umbrella program of Bell Atlantic NYNEX Mobile coordinating all of the company's charitable initiatives. It was developed to offer creative solutions through the company's technologies for society's most vexing problems, Stratton said.

c. EMS Testimony

MAURICE RIVER TOWNSHIP

ZONING BOARD OF ADJUSTMENTS
LEESBURG, NEW JERSEY 08327

BELL ATLANTIC MOBILE, INC.

USE VARIANCE APPLICATION FOR
CELLULAR PHONE TOWER

TRANSCRIPT OF
RECORDED PROCEEDINGS

Place: Maurice River Twp.
Municipal Bldg.
556 Main Street
Leesburg, N.J. 08327

Date: June 21, 1995

TRANSCRIPT ORDERED BY:

Frank DiDomenico, Esq.

Transcriber:

Barbara Sutton
Zoning Board Secretary

Those attending the Maurice River Township Zoning Board meeting on 6-21-95, and taking part in the proceedings involving the use variance application of Bell Atlantic Mobile, Inc. for the installation of a cellular tower on Block 70, Lot 6 were:

Anthony Ficcaglia, Chairman
Jack Stowman, Vice Chairman
Charles Thompson
Wayne Whilden
Margaret Cheeseman
Frank M. Clark
Edward F. Duffy, Solicitor
Barbara Sutton, Secretary

Frank DiDomenico, Attorney for Bell Atlantic
Richard Tangel
Corey Streeter
George Pettit
Claire Mazzochette

Edward Carroll
Michael Monagas
Karen Sue Monagas

something that we make a study on. Usually, the police departments and fire departments know whether they need a system or not and if they do, they will come to us and ask us that. We don't usually know what types of needs the individual townships need.

FICCAGLIA: Anyone else? I suppose that we have nothing further for Ms. Mazzochette. Thank you very much.

MAZZOCHETTE: Thank you.

DIDOMENICO: ....indisc.... George Pettit.

FICCAGLIA: Raise your right hand please, sir.

DUFFY: Do you swear to tell the truth, the whole truth and nothing but the truth?

PETTIT: Yes, I do.

FICCAGLIA: Your name and address for the record?

PETTIT: George Pettit. 547 Mayfair Street, Vineland, New Jersey.

FICCAGLIA: Go ahead, Mr. DiDomenico.

DIDOMENICO: Thank you. Q. Mr. Pettit, where are you employed? A. I'm employed with Underwood Memorial Hospital. Q. And what's your capacity? A. I am operations supervisor for our Cumberland County operations for paramedical services. Q. You provide paramedical services to the Cumberland County area? A. We provide the advanced life support services to the entire Cumberland County region. We're not on one dispatch center ....

Q. Does that include Maurice River Township. A. Maurice River Township and northern parts of Cape May County and some of the fringe areas. Q. In that capacity, do, does your service utilize mobile phone service. A. Cellular phone systems are our mainstay of communication, our only means of communicating with our base physician of which we relay our patient's injuries to and receive all medical treatment protocols in order to take care of a sick or injured ....indisc.... Q. Cellular telephones is your only, or your primary means of communication? A. It is our only means of communication at this point to the base physician. Our whole operation is geared around cellular communication. We are one of two operations in the State of New Jersey that received a waiver from the State Department Health to operate solely on a cellular communication network. Secondary, because it's a rural area and the cost factor for our system to place eleven towers of this size in this county to support at 500 megahertz radio communications system. Q. You would need eleven towers? A. We would need approximately eleven towers according to our engineering study that we had to have hired out to maintain an adequate communications system in this county if we were using anything but cellular. Q. Where is your base physician located? A. Our base physicians are located at Millville Hospital. Q. Can you give the Zoning Board members some idea of what type of

phone, mobile phone reception you have in the Maurice River Township area? A. At this time, what we experience in Maurice River Township, basically along the Route 47 corridor south and Route 55 going northbound, it's awful hard. Calls are generally in that area and those are the main source of transportation north to the receiving hospital. From the prison, Newcomb Hospital receives every prisoner under contract. That's transported out of the prison facilities here to Vineland, and along that transportation route, we have absolutely, little to no communication until we reach the southernmost last exit of Route 55 prior to it terminating at Route 47. We have little to no communications. Q. And has Bell Atlantic Mobile offered your service, or your company to co-locate on their antenna? Are we to utilize their service? A. We actually do utilize their service. Bell Atlantic is our mainstay of communication in this area and without adequate tower coverage, we will continue to suffer radio outages, which in our outlook is contingent upon us maintaining this waiver from the State, but we can't provide the continuity of care through communication with the physician, they're going to yank our waiver and we're looking at handling this situation eleven times over in each community in this county looking for towers for our radios. Q. And your emergency service is hooked into to the County 911 service? A. We are

dispatched in conjunction with local squads every time there is a life threatening emergency. Q. Now, how would, if this site were approved by the Board, how would that assist you communications within Maurice River Township? A. It would make our life a lot easier and it would make the continuity of care rendered to the citizens of this community 1005 better than what it is now. Q. In your estimation, in your opinion, would it aid the safety of citizens within this Township? A. yes, it would, greatly. Q. Okay. How would it do that? A. What we have to do at this point when we cannot reach our physician, we have guidelines that we operate under from the State Department of Health, which are considered radio failure communication protocols. It limits our practice, but allows us to practice without contact with the physician. This, in turn, limits the care we can render to the citizen in the street. During cardiac arrest, we need to do three simple skills and the administration of one drug. Beyond that, we cannot do anything for you. No more than the local rescue squad can by pushing on your chest. We are therefore not afforded the skills, the equipment, and the drugs that we carry in our vehicle that are there to help you. Until I can make contact with that base, that's all I can do for you. Q. Just to clarify, the doctor gives you instructions over the mobile phone? A. We, along with verbal report of the patient's condition transmit

electrocardiograms to the base physician. He reads across the oscilloscope that comes on the base and without these communications, we cannot ....indisc..... We are his eyes. We are his hands, ears and eyes in the street. Q. Can you give us some idea how often your service company is called to Maurice River Township? A. In Maurice River Township our volume is, on an average, between nine and eleven hundred times a year. We travel at least this far ....indisc..... Q. Nine to eleven hundred times a year? A. Nine hundred to eleven hundred times a year.

DIDOMENICO: That's all I have for this witness.

FICCAGLIA: Board members have questions? Mr. Duffy have questions?

DUFFY: Mr. Pettit, based on the testimony of the previous witness, what I'd like to ask you is what kind of, do you have a phone that's installed in the ambulance? A. Okay. We utilize two types of phones. We have what is commonly known or generally called a bag phone. We convert it into a hard case. Only the carrying aspect of the phone is altered, none of the communication effort. We also use phones that are mounted in the cars .....indisc..... that are considered 3 db gain antennas. The 3 db gain antennas in this Township are hit and miss on a good day. We have less than 10, 15% success rate. What has been shown to us the optimum equipment afforded to us. The bag phones, we,

basically, ...indisc.....

DUFFY: The antennas your talking about, are they installed on the exterior of your vehicle?

PETTIT: We've gone through three phases of an operation trying to enhance our communications without an additional cell down here. The one with Bell Atlantic and Underwood Memorial Hospital, we undersaw the cost of installing external antennas on every ambulance in this county, which enhances very little. It helped, but it didn't make a noticeable difference. We then went to car mounted phones in our vehicles, that are the chase vehicles behind the ambulance. Again, not a noticeable difference with those. In fringe areas, we get marginal. In the deep areas of the Township, it is negligible. We didn't even notice that they were there. And, as I say, if the bag phones, using them on the inside when you're .....indisc.... ambulance, with the no mean antenna, and the low output of the unit, it's virtually useless to us, and until we get on 55 and get to the southernmost exit in the Millville territory, we don't even attempt to ...indisc..... It never worked for us.

FICCAGLIA: All right. If there are no further questions, you may...., that's all for Mr. Pettit.

DIDOMENICO: Okay. Thank you. That's all the witnesses I have, so.....

ORIGINAL

WOODLAND TOWNSHIP PLANNING BOARD
BURLINGTON COUNTY, NEW JERSEY

In the Matter of: : TRANSCRIPT
:
BELL ATLANTIC MOBILE SYSTEMS,INC., : OF
Variances; Lot 5, Block 101 :
: PROCEEDINGS
- - - - - - - - - - - - - - - - - -

Tuesday, March 19, 1996
Municipal Building
Woodland Township, New Jersey
Commencing at 9:15 p.m.

B O A R D M E M B E R S P R E S E N T :

DOMINICK REPICI, Chairman
JOHN BOWKER, Mayor
ANTHONY DONOFRIO
GORDON CLARK
ARLENE MANSURE
DOMINICK REPICI
RODNEY REPPERT
CONSTANCE WILLS, Secretary

DAVID FLEMING, Engineer

A P P E A R A N C E S :

ANTHONY CAVUTO, ESQUIRE
Attorney for the Board

GREGORY J. CZURA, ESQUIRE
Attorneys for the Applicant

MARY CAHILL JOHNSON, C.S.R.
R.P.R.

PRECISION REPORTING SERVICE
Certified Shorthand Reporters
P.O. Box 953
Union, New Jersey 07083
(908) 687-9477

EXHIBIT C

map? I can't see from here.

THE WITNESS: Beg your pardon?

MR. FLEMING: Is that a U.S.G.S. quad map?

THE WITNESS: Yes.

MR. FLEMING: I just can't see all the way from this end of the table.

MR. CAVUTO: Next witness?

MR. CZURA: Jaime Pitner.

MR. CAVUTO: Okay. Mr. Pitner, raise your right hand, and give your name and business address and what your uniform seems to indicate.

THE WITNESS: Okay. My name is Jaime Pitner, J-a-i-m-e. And Pitner, P-i-t-n-e-r. And my business address is Memorial Hospital, Burlington County. 175 Madison Avenue, Mount Holly, New Jersey. My position is Director of the MICU or Mobile Intensive Care Unit.

J A I M E P I T N E R, having been duly sworn, testified as follows:

DIRECT-EXAMINATION BY MR. CZURA:

Q. Jaime, have a seat. You're employed by

the hospital as the director of the MIC unit. You already said that. Is that correct?

A. Yes.

Q. And the MIC unit is the Mobile Intensive Care Unit?

A. Correct.

Q. And that -- Mobile Intensive Care Units have been promulgated in the state of New Jersey by state statute, is that correct?

A. Yes.

Q. And as director, what is your function at Burlington Hospital?

A. Well, I'm certified by the state as a Mobile Intensive Care Unit paramedic, and have been so since about 1978. And my duties include managing the life support effort of about 60 paramedics. We have three units that operate 24 hours a day, seven days a week, located throughout the county, which would include certainly Woodland Township.

Q. Is the service that you provide in the nature of what local ambulance serves, or the service that it provides, or is there some higher level, different form of service?

A. There's a higher level, and somewhat

different. We provide what we refer to as ALS, or Advanced Life Support Services. Those are all the advanced lifesaving techniques, procedures, and skills that would otherwise be utilized right in the emergency department.

They differ from the local emergency squad which provides BLS, or Basic Life Support Services, which includes the ambulance transportation, CPR, bandaging, spinal mobilization; so on.

Q. In addition to your position as director of the MIC unit in Burlington, do you have or have you held any state positions in this field?

A. Yes. I've served two terms as president of the New Jersey State Association of MIC Program Administrators. I've also served on the New Jersey State EMS Communications Committee. And I have also served as chairman of the New Jersey State Emergency Medical Services Council.

Q. Okay. Are those state positions, by the way, promulgated pursuant to government edict, if you would?

A. Yes. By executive order of the commission of the governor.

Q. While you held those positions, did any

of them encompass, maintain statistics on telecommunications for MIC units?

A. Yes. Specifically our EMS Communications Committee, which is charged specifically with designing and fostering communications systems for emergency medical services in particular.

In addition to that, in Burlington County we published a study which studies EMS communications in regard to paramedic usage, rating the usage of traditional UHF med channel radios against the cellular systems.

Q. Prior to the advent of cellular, did the MIC units use their own radios, their own UHF radios?

A. Yes. We are allocated by the Federal Communications Commission in the 460 megahertz range, what we refer to as med channels, which are specifically for ALS units or Mobile Intensive Care Units. This radio frequency range is provided for paramedics to call in the report, contact the base position at the emergency department, relay a patient assessment, receive specific orders for treatment for these critically ill and injured patients.

We've been using those systems since about the mid 1970s. And the problem with them is there are only eight channels. And with our region -- we operate in a three-county region, Burlington, Gloucester, and Camden -- there are over a dozen paramedic units. So right there we're kind of outnumbered as far as channels go.

Traditionally we've encountered a lot of problems with obtaining a channel, cross-traffic, problems with frequency coordination and congestion.

In fact, when we studied it, we saw that we only had about a 72 percent overall success rate. On top of that, our quality of communications was inadequate. When we started to initiate using cellular, we saw an immediate rise to a success rate of about 96 percent. And we rated it and studied on each call, and the users actually rated it good, fair, and poor. And all those quality ratings came up.

As more and more sites were put in, we've seen that rate up to near a hundred percent as far as general access in establishing communications. And also as we see better service, we see those quality ratings go up, as

well.

Q. I'm going to interrupt you.

A. That's okay.

Q. Do the MIC units in Burlington use cellular radio then on a regular basis?

A. Yes, we do. We have been using cellular since about 1989.

Q. And within the units themselves, the paramedic trucks and vehicles and emergency vehicles, do you maintain the regular med channel radios, as well as cellular radios?

A. We have them as backup capability. But we haven't actually had call to use them in most recent years.

Q. "Them" being the --

A. The UHF med channel radios, yes.

Q. Is the primary communications facility for the MIC units in Burlington the cellular users?

A. Yes.

Q. And do you use both Bell Atlantic Mobile Nynex radios and Comcast in this county?

A. We have service from both providers, and we like to have that, that backup of having both services. And several years ago when we first

started using it, we needed to have an association with both companies or have service provided by both companies, because not all of our service area was covered just by one. Our primary service provider is Bell Atlantic, and we have a secondary, Comcast Metrophone.

Q. And are radio communications, mobile communications, an important link in the MIC unit's day-to-day operation?

A. Yes, they are. I guess first of all it is a regulatory requirement that we maintain certain communications systems with performance standards that are delineated in the regulations, which provides specifically for two-way communication between the doctor and the paramedics in the field, and also the capability to transmit the patient's EKG or the heart rhythm back to a scope in the emergency department. We have to provide those on each and every call. And we have to meet certain performance measures as far as maintaining that level of success with our systems.

Q. Does the cellular communications allow you to transmit and receive EKGs?

A. Yes.

Q. And is that a vital function or vital part of your job as MIC unit drivers and operators?

A. Overall communication link is really the most vital link that we have. Each of our actions are directed specifically by an emergency physician. And we need to be able to relate that position, specific signs and symptoms and patient assessment on these patients.

And the calls that we respond to are not the basic life support, the day-to-day type calls. We respond to those calls where people are critically ill or injured. And it's really a situation where the time is critical. And we need to get across that patient assessment as expediently as possible, so that we can offer our definitive treatment as expediently as possible. So the voice communication is extremely vital.

And then secondarily, it is also vital to be able to transmit that patient's actual cardiac rhythm back to the physician for an interpretation, because that may be able to further define specific treatment for those patients.

Q. Prior to the advent of cellular, in

order to get in contact with a physician or a hospital or some other care provider, to relay and receive information, did you first have to go through your med channel, though a dispatcher and operator, who would in turn then call on the land line to the doctor and the hospital to relay information?

A. The UHF system was quite cumbersome in that we had two handling frequencies. And part of the problem was that because of the approval format of those handling frequencies, we competed actually with school busses and other private companies to access the dispatch center actually to get a channel assigned before we could communicate to our physician.

What we found is that when we hailed the dispatcher on that handling frequency, we'd get a channel assignment, we wouldn't really know whether that channel was clear until we went to use it. If it was congested with another user or interference, we'd have to go back to the handling channel, call the dispatcher again, and then get a reassignment.

And in the end stages of when we were continuing to use those services and we'd

implemented cellular, actually as a dual system, the dispatchers were telling us to use our cellular phone. That's how congested things had become on the system.

And overall it just wasted time. When we're out there treating a patient, and especially these critical patients, time is really of the essence. And we don't want to focus our energies and efforts on fooling around with the radio equipment or any other equipment with problems. We want to direct all of our efforts on specifically the patient care needs. And if we have delays in establishing communications, it just further delays the whole process, which delays patient care.

Q. With regard to the use of cellular, have you been making your calls then directly to the doctor and avoid this cumbersome way of going through the dispatcher?

A. Yes. We have communication consoles in the emergency department, and we have three of them. They have an oscilloscope, and they actually have a full-function phone and a specialized receiving device where we just press a speed dial button, it calls that console. And it

need not have anyone actually physically pick up. The console itself answers the paramedics in the field, and we can immediately talk through the speaker on that console.

So in addition to a tone, alarm tone that goes off on the console, the paramedic can immediately start saying, hey, we have a priority one patient, and so on. And the physician or nurse who's standing nearby can immediately come over to the console, knowing that we're about to call in a report.

Q. The use of cellular also avoids the problem of congestion with other med channels users?

A. It truly enhanced the system overall, not only for our system specifically here in Burlington County, in that we have a higher success rate, a better voice communications, and we're able to get that job done, but we don't interfere with ourselves or anyone else. And what that actually does is improves the region's communications. Because there are systems like Camden County who use solely UHF systems. Now all those channels are their own. We freed them up for them, because now we no longer have to compete

for the same channels.

So we've really done what the FCC expects people to do as far as frequency coordination. We use a variety of systems so we don't interfere with each other, so all users can use their systems unencumbered and not interfere with each other.

Q. With regard to 9-1-1 calls, 9-1-1 is authorized and actually mandated by the state of New Jersey, is that correct?

A. Yes.

Q. And actually now it's called enhanced 9-1-1, which is also statutorily mandated, is that correct?

A. Yes.

Q. And the MIC units are part of the 9-1-1 system?

A. Yes, we are. We're dependent on 9-1-1 to get an appropriate dispatch. I think that in general the public is quite aware of the dramatic need for a good 9-1-1 system. We're lucky in this state to have a comprehensive network, 9-1-1 across the state.

And what we found additionally is that cellular plays a key role in public ability to

access 9-1-1. The only way to get a response from police, fire, or emergency services is to call 9-1-1. The only way you can call 9-1-1 is to pick up a phone. If you don't have a land line phone available, a portable phone or cellular phone can do that as well.

We're seeing more and more calls come into the dispatch center via 9-1-1. And in fact we are seeing that it elicits a quicker response, because people can call right from their phone, rather than having to travel from wherever they are to a pay phone or to a house or wherever a land line phone may be.

And there are countless stories all across the nation that are good examples of how cellular systems have enhanced the public's ability to access 9-1-1 systems. And in many, many cases in accounts across the nation, and specifically here in New Jersey, have actually saved lives in doing so.

Q. And cellular companies, and Bell Atlantic Mobile, Bell Atlantic Nynex Mobile in particular, is part of the 9-1-1 system, as mandated by the state of New Jersey?

A. Yes.

Q. Can you tell the Board about how many calls annually are handled by the MIC unit at Burlington -- in Burlington County?

A. We respond to almost ten thousand dispatches yearly, and we treat roughly eight thousand patients a year.

Q. Can you tell of the Board, of that ten thousand calls and eight thousand treatments per year, how many of those calls are generated on cellular phones, or how many of them are treated at least through the use of cellular communications?

A. Well, each and every patient contact that we have we call in to the emergency department physician, and each one of those transmissions is on a cellular phone.

Q. So if there were ten thousand responses, there are ten thousand calls by the MIC units in Burlington County only on the cellular phone?

A. There are probably about eight thousand. There are some dispatches where we were canceled or re-called by basic life support; they don't need advance life support services. But on every assessment that we call in, our primary communications source is cellular.

Q. So then on an annualized basis then the number eight thousand patients treated with the use of cellular communications as part of that is right for Burlington County, is that correct?

A. Yes.

Q. And again, Woodland is part of Burlington County?

A. Yes.

Q. And I presume your units respond to emergency calls here in Woodland, as well as in the surrounding area of Burlington County?

A. We certainly do. And we interact here with the local emergency squad service in Woodland Township, and have done so for many, many years.

MR. CZURA: Thank you, Mr. Pitner. I have no other questions.

MR. CAVUTO: Any of the Board members have questions?

MAYOR BOWKER: The only question I have is they do a good job down here.

MR. CAVUTO: That's not a question.

MAYOR BOWKER: We have to hear that.

MR. DONOFRIO: I have to agree with John. I have question. Do you have personal experience, or specifically your employees, as to

a hole in the service area in that -- in the particular zones that they're being pointed out?

THE WITNESS: My paramedics come back, and actually they have to do some documentation anytime they have difficulty in communicating. And I don't have specific information for you for this exact site. All I can do is give you an overview, is that when we're there and we need to make a call, we may not be able to get through, and we may have to wait until we travel with the patient in the ambulance to a closer site as we travel toward the hospital. So we'll be able to make contact eventually, after they travel a few miles out of that area. And we just like to avoid that. We want to make contact as soon as we can.

MR. DONOFRIO: So in other words, you don't really know for sure -- you don't know that there's a hole -- I'm not trying to --

THE WITNESS: Yeah, I know.

MR. DONOFRIO: But you don't know if there's a hole in your service at this point in time?

THE WITNESS: No. All I can say is -- no, I don't have specific information.

MR. DONOFRIO: But you have experienced

holes?

THE WITNESS: Yes, we have experienced holes. And to kind of give you a background how I got into this, back late '80s or early '90s, as we found that cellar was a better system than our previous system, we still had problems. There were still some times when we came up with no service on our phone, where we couldn't get through.

So I called Bell Atlantic. I called Comcast Metrophone. I said, hey, do you know how we're using your service? Up to that point they were unaware. And they explained that, well, they need -- I explained our need to them. We need to have service in the county, our service area, for the paramedic purpose and for EMS.

And one of their concerns was being able to get enough sites up to provide adequate service. And, you know, I offered to help in any way that I could, specifically to help the communities in Burlington County that we serve. So I've been out to many zoning boards like this one to explain how exactly we use them.

MR. DONOFRIO: What type of phone do you use?

THE WITNESS: We use a bag-type phone, three-watt phone. Primarily we do that because the battery slides in and out. And we go through charging a lot of batteries all the time. And that works well. In addition, we came up with a specific modification to the phone where we interconnect it to our cardiac monitor to transmit the EKG. And that's just easier to do with a larger phone.

MR DONOFRIO: Kind of like a FAX maybe?

THE WITNESS: More or less, yeah. We kind of tack onto the voice circuit, and it's transmitted right along with the voice, simultaneously.

CHAIRMAN REPICI: Any other Board members have any questions? Any of the public have any questions?

CHAIRMAN REPICI: I just have one question. You work specifically for the hospital in Burlington County?

THE WITNESS: Yes.

MR. CAVUTO: But you do work with Zurbrugg and Rancocas?

THE WITNESS: Yeah. Actually New Jersey is one of the only states that by law mandated

that paramedic services or MIC services be hospital based. So there are designated approved hospital base MICU systems all across the state. There are roughly 30, 32, with a few recent mergers. So I don't know the exact number.

But our hospital, Memorial Hospital in Burlington County, got the certificate of need to provide this type of service for all of Burlington County. So although our medical control comes from that one hospital, that's where we call in, we interact with all the area hospitals, as well as the Trauma Center in Camden, in delivering our patients.

MR. CAVUTO: I think you said three counties?

THE WITNESS: Yeah. We have a unit located in a hospital in Mount Holly. We have another one in Medford that is a little closer to serving Woodland Township as their primary response. We have one in Delran.

MR. CAVUTO: Do you feel that this is a need that Woodland Township would benefit by?

THE WITNESS: Oh, absolutely. Even if ambulance or police or fire or EMS didn't use these systems, it's real important for the

community to be able to have access. I think it's just a public expectation, when you pick up your phone and you dial 9-1-1 you don't want to get a busy signal or no service. And you never know where you may be when that need arises. So it really -- it's to me, it's really a public safety issue, as far as that goes.

But when you add on all these special applications that we specifically have as paramedics in delivering advance life support, that's real important, because we can't get that job done, and we would not comply with state regulations if we couldn't have that communication system.

MR. CAVUTO: To save the patient's life? Is that what you're saying?

THE WITNESS: Yeah. In addition to that, health care costs are on everybody's mind, and hospitals and health care providers are trying to take as many steps as possible to contain costs. One big thing what we've seen, and with my administrator hat on, my management hat, cellular system operates at about a 75 percent cost reduction, lower than that of our previous system. So it saves us a lot of money. And those dollars,

every dollar we put in, ends up the patient has to pay for. So it really helps us contain health care costs. And that's very important to us, as well. So not only does it work better, but it operates at a much less cost for us.

CHAIRMAN REPICI: Do you have a question? Yes.

MR. CAVUTO: You have to give your name for the record.

MR. SALEMI: Jack Salemi. As an expert in the medical business, could you give us your opinion on what you feel the mobile phones, people talking on their telephones in their car, do you feel that this is a safety problem of driving an automobile while talking at the same time?

THE WITNESS: Strictly -- no, it's a good question. No, it's a very good question.

MR. SALEMI: Safety issue?

THE WITNESS: I participated in the cellar telecommunications industry association cellular safety conference in Washington, D.C., and they had experts from all across the county address issues just like the one that you mentioned. I provided my segment as a participating speaker in the conference on what we

Tab 6

Conclusion

SUMMARY

This Plan constitutes an accurate representation of the existing and proposed communication facilities necessary to provide minimum adequate cellular service to the New Jersey Pinelands region now and for the near future. The proposal contained herein, is consistent with the following: 1. Pinelands Code requirements, 2. the commitment to quality service made by the CPs to their customers, 3. the requirements of the CPs FCC licenses to provide service to their licensed areas and, 4. the 1996 Federal Telecommunications Act.

The "Facility Summary Chart", page 2 of this Summary, depicts the identification number and management area location of each proposed facility. This Plan will allow the CPs to provide minimal adequate service throughout the Pinelands based on the existing technological conditions.

The Plan shall be viewed by all who use it as a master plan with the clear understanding that each approximate location shown on the Comprehensive Map (Tab 3) shall be submitted to the Commission for review and site specific approval at the time of its proposal.

The Plan has been completed to comply with the requirements of N.J.A.C. 7:50-5.4(c)6 adopted by the Commission in August 1995. It demonstrates the ability of the signatories, Bell Atlantic Mobile, Comcast /Cellular One, and Nextel, to work together with Commission Staff to provide the least number of facilities possible to provide reliable cellular service. This effort was made in the spirit of preserving the New Jersey Pinelands preservation areas, while providing vital communication. The goal of the signatories of this Plan is to strike the balance between the growing demands for cellular service and the continued protection of the environmental needs and personal needs and enjoyment of all individuals who live, work and travel through the Pinelands of New Jersey.

FACILITY
SUMMARY CHART

REGION	TOTAL NUMBER	NUMBER AND SITE DESIGNATIONS OF PROPOSED FACILITIES ON PROPOSED STRUCTURES	NUMBER AND SITE DESIGNATIONS OF PROPOSED FACILITIES WHICH MAY BE ON EXISTING STRUCTURES	NUMBER AND SITE DESIGNATIONS OF PROPOSED FACILITIES ON EXISTING STRUCTURES	NUMBER AND SITE DESIGNATIONS OF EXISTING FACILITIES WITH NO NEW PROPOSED FACILITIES ON THE EXISTING STRUCTURES
"UNRESTRICTED" RED SHADED AREA	27	4 - (SITE 8, ***23***, 55 & 56)	5 - (SITES ***3***, 4, ***10***, 13 & 18)	3 - (SITES ***24***, ***30*** & 33)	15 - (SITES 19, 26, 27, ***29***, 39, 40, 42, 43, 46, 47, 48, 49, ***50***, 52 & 53)
"HEIGHT RESTRICTED" BLUE SHADED AREA	14	7 - (SITES 9, ***11***, ***12***, ***14***, ***15***, 17 & 21)		2 - (SITES 20 & 28)	5 - (SITES 36, 37, 44, ***45***, & 51)
"HEIGHT AND LEAST NUMBER OF STRUCTURES RESTRICTED" GREEN SHADED AREA	14	5 - (SITES 1, ***2***, ***5***, ***7***, & ***16***)	2 - (SITES ***6*** & 22)	5 - (SITES ***25***, ***34***, 35, ***41*** & 54)	2 - (SITES 31 & 32)
"MCGUIRE AIR FORCE BASE" WHITE AREA	1				1 - (SITE 38)
TOTALS	**56**	**16**	**7**	**10**	**23**

NOTE: BOLD, ITALIC SITE IDENTIFIERS INDICATE FACILITES ON WHICH THERE ARE MULTIPLE CARRIERS