



POLICE CHIEF

2021 Media Kit



Official Publication of the International Association of Chiefs of Police
www.policechiefmagazine.org

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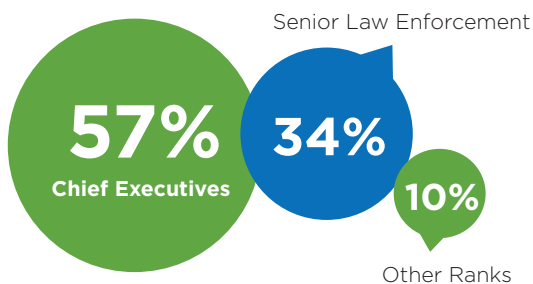


GAIN A SEAT AT THE CHIEF'S DESK

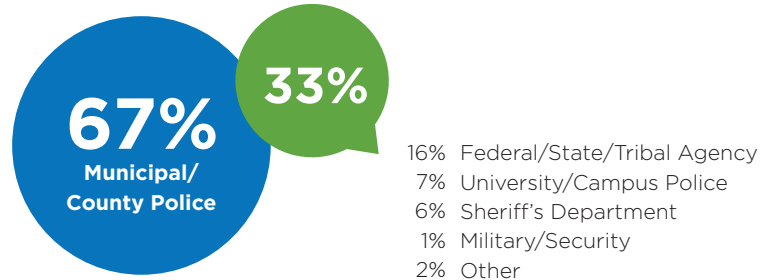


Police Chief magazine offers an unparalleled opportunity to market your products to police chiefs and important decision makers.

JOB TITLES



TYPE OF ORGANIZATION



PURCHASING POWER

87%
involved in
purchasing
process

68%
authorize
or approve
purchases

\$18.4 MILLION

average operating budget.

Products/services reviewed, recommended, specified, or bought in the last 12 months.

| | | | |
|-------------------|-----|---------------------|-----|
| Administrative | 78% | Uniforms | 65% |
| Investigation | 72% | Communications | 63% |
| Training | 70% | Computer Hardware | 62% |
| Transportation | 67% | Tactical Equipment | 59% |
| Weapons | 67% | Traffic Enforcement | 46% |
| Computer Software | 66% | Homeland Security | 43% |

Source: IACP Readership Study, Ruzinsky Research, March 2017

POLICE CHIEF

READER PROFILE

$$\begin{array}{rcl} \mathbf{30,000} & \times & \mathbf{4} \\ \text{CIRCULATION} & & \text{READERS/COPY} \end{array} = \begin{array}{c} \mathbf{120,000} \\ \text{TOTAL READERS} \end{array}$$

45 MINUTES

average time spent reading an issue of *Police Chief*

82%

are regular readers (at least 3 of 4 issues)

73%

prefer *Police Chief* vs. other law enforcement publications

91%

took action after reading *Police Chief*



Actions taken as a result of reading *Police Chief*

| | |
|--|-----|
| Shared or discussed an article with others | 74% |
| Filed an article for future reference | 41% |
| Visited an advertiser's website | 34% |
| Shared or discussed an ad with others | 28% |
| Requested additional information from a company, sales rep, or distributor | 11% |
| Recommended the purchase of products/services advertised | 10% |

AVERAGE READER ORGANIZATION

SERVES:

277,800 CITIZENS

EMPLOYS:

275 SWORN OFFICERS

Sources: IACP Readership Study, Ruzinsky Research, March 2017



EDITORIAL CALENDAR

Published by the **International Association of Chiefs of Police**, *Police Chief* has been connecting law enforcement leaders to their colleagues' best practices, solutions, products, and services for nearly 90 years. Strict editorial standards consistently yield the highest quality publication possible. It's no wonder readers prefer *Police Chief* over other competing publications by a wide margin.

| Issue | Editorial Focus | Special Features | Closing + Mail Dates |
|-----------|---|--|---|
| January | Reenvisioning the Role of Police Product Feature: Personal Protective Equipment | IACP 2020 Awards OSW Preview | Space: Nov 25 / Art: Nov 28 Mails: December 16 |
| February | Leadership During Crisis Product Feature: Dispatch & 911 | | Space: Dec 29 / Art: Jan 6 Mails: January 21 |
| March | Critical Communications Product Feature: Artificial Intelligence | Tech Conference Preview | Space: Jan 22 / Art: Feb 2 Mails: February 18 |
| April | Responding to Critical Needs Product Feature: Sanitation & Disinfection | Buyers' Guide | Space: Feb 18 / Art: Mar 1 Mails: March 18 |
| May | Officer Safety & Wellness Product Feature: Crime Scene & Evidence | OSW Recap | Space: Mar 29 / Art: Apr 7 Mails: April 22 |
| June | Global Crime Trends Product Feature: Training Programs & Software | DAID Preview | Space: Apr 22 / Art: May 3 Mails: May 20 |
| July | Crowd Management: Response, Tactics, & Safety Product Feature: Traffic Enforcement | IACP 2021 Preview Tech Conference Recap | Space: May 21 / Art: May 31 Mails: June 17 |
| August | Equity, Inclusion, and Diversity Product Feature: Uniforms | IACP 2021 Preview | Space: Jun 24 / Art: Jul 5 Mails: July 22 |
| September | 9/11 20 Years: Lessons Learned Product Feature: Records Management | Bonus Distribution at IACP 2021 | Space: July 23 / Art: Aug 2 Mails: August 19 |
| October | Policing with Empathy Product Feature: Emergency Response | New Board DAID Recap | Space: Aug 25 / Art: Sep 3 Mails: September 23 |
| November | Violent Crime Product Feature: Vehicle Accessories | IACP 2021 Recap | Space: Sep 23 / Art: Oct 5 Mails: October 21 |
| December | Public Health & Policing Product Feature: Human Resources & Personnel Management | | Space: Oct 25 / Art: Nov 3 Mails: November 22 |

Editorial calendar is subject to change.

Interested in sponsoring a **white paper, case study, or other custom content opportunities**? See Page 11.

POLICE CHIEF

AD RATES & SPECS

| Four Color | 1x | 3x | 6x | 12x | BG Rate |
|-----------------|---------|---------|---------|---------|---------|
| Full Page | \$4,625 | \$4,475 | \$4,245 | \$3,755 | \$5,385 |
| Two-Page Spread | \$8,240 | \$7,890 | \$7,520 | \$6,300 | \$9,625 |
| 2/3 Page | \$3,460 | \$3,340 | \$3,205 | \$2,855 | \$4,020 |
| 1/2 Page Island | \$3,045 | \$2,930 | \$2,835 | \$2,665 | \$3,500 |
| 1/2 Page | \$2,905 | \$2,780 | \$2,610 | \$2,430 | \$3,330 |
| 1/3 Page | \$2,290 | \$2,195 | \$2,100 | \$1,845 | \$2,570 |
| 1/4 Page | \$1,970 | \$1,835 | \$1,720 | \$1,635 | \$2,230 |
| 1/6 Page | \$1,805 | \$1,655 | \$1,620 | \$1,530 | \$1,985 |

| Cover Positions | 1x | 3x | 6x | 12x | BG Rate |
|-----------------|---------|---------|---------|---------|---------|
| Cover 2 | \$5,550 | \$5,370 | \$5,095 | \$4,510 | \$6,470 |
| Cover 3 | \$5,320 | \$5,150 | \$4,880 | \$4,315 | \$6,200 |
| Cover 4 | \$5,785 | \$5,600 | \$5,305 | \$4,695 | \$6,735 |

Covers sold only on non-cancelable contracts. Add 10% to space rate for other premium position requests.

| Black and White | 1x | 3x | 6x | 12x | BG Rate |
|-----------------|---------|---------|---------|---------|---------|
| Full Page | \$3,830 | \$3,680 | \$3,450 | \$2,960 | \$4,595 |
| Two-Page Spread | \$7,045 | \$6,695 | \$6,325 | \$5,105 | \$8,435 |
| 2/3 Page | \$2,665 | \$2,545 | \$2,410 | \$2,060 | \$3,225 |
| 1/2 Page Island | \$2,250 | \$2,130 | \$2,040 | \$1,870 | \$2,705 |
| 1/2 Page | \$2,110 | \$1,985 | \$1,815 | \$1,635 | \$2,535 |
| 1/3 Page | \$1,495 | \$1,400 | \$1,305 | \$1,050 | \$1,770 |
| 1/4 Page | \$1,180 | \$1,040 | \$920 | \$840 | \$1,430 |
| 1/6 Page | \$1,010 | \$860 | \$830 | \$730 | \$1,190 |

BG = Buyer's Guide | All rates are gross | Written cancellations accepted prior to closing date; no cancellations accepted after closing date.

| Ad Size | Width | Depth |
|-------------------------|-------|---------|
| Full Page (Bleed) | 8.5" | 11.125" |
| Full Page (Trim) | 8.25" | 10.875" |
| Full Page (Live) | 7.75" | 10.375" |
| Two-Page Spread (Bleed) | 17" | 11.125" |
| Two-Page Spread (Trim) | 16.5" | 10.875" |
| Two-Page Spread (Live) | 15.5" | 10.375" |
| 2/3 Page Vertical | 4.75" | 9.75" |
| 1/2 Page Vertical | 3.5" | 9.75" |
| 1/2 Page Horizontal | 7.25" | 4.75" |
| 1/2 Page Island | 4.75" | 7.25" |
| 1/3 Page Vertical | 2.25" | 9.75" |
| 1/3 Page Square | 4.75" | 4.75" |
| 1/4 Page Vertical | 3.5" | 4.75" |
| 1/6 Page Vertical | 2.25" | 4.75" |
| 1/6 Page Horizontal | 4.75" | 2.25" |

Margins: Bleeds on fractional ads are not accepted. There is a bleed allowance of 1/8" and a margin tolerance of 3/16". Keep essential elements within the live area (at least 3/8" from top, bottom, outer edges, and 1/2" from gutter edge).

Format: High-resolution PDF only. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). Fonts must be embedded, and files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Bleed and crop marks are required. Please include a color composite proof with your file. Composite proofs can be composite color print outs or TIFF files.

Artwork Submission: Please send artwork to Elizabeth Ferry at eferry@townsend-group.com

TECHNOLOGY EXPOSITION

Take advantage of this exclusive opportunity to promote your technology or product.

For \$2,750, this promoted listing includes the following:

- Headline
- Image, 4" x 3"
- 100 words on your new technology
- 100 words on your company
- URL to drive traffic to your site

Image Format: High-resolution PDF only. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). Fonts must be embedded, and files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Bleed and crop marks are required. Please include a color composite proof with your file. Composite proofs can be composite color print outs or TIFF files.

Artwork Submission: Please send artwork to Elizabeth Ferry at eferry@townsend-group.com

TECHNOLOGYExposition

Stay up to date on new products and advances in technology to ensure your officers are equipped with the tools they need.

COPLOGIC ETHOS—PROPELLING AGENCIES INTO THE NATIVE MOBILE ERA


LexisNexis Coplogic Solutions recently unveiled a dynamic and highly configurable cloud-based data management and optimization platform—Coplogic Ethos. Coplogic Ethos allows for improved officer safety and productivity and greater control of data management, and it acts as a force multiplier, enabling proactive patrolling with simplified workflows.


Today, two key solutions run on the new platform: LexisNexis eCrash and LexisNexis eCitation. The flexible and convenient Coplogic Ethos fast tracks and simplifies field-based crash and citation reporting across the traffic unit, including motor, bike, and patrol units.

Native mobile apps like Coplogic Ethos can be used on any device or operating system without an Internet connection, which enables fast performance and a high degree of reliability.

LexisNexis Risk Solutions helps law enforcement agencies address the challenge of protecting their communities and staying mission-ready, with fewer resources. Through our powerful suite of web-based tools, LexisNexis Coplogic Solutions combines high-caliber analytics and process automation to enable significant time and cost savings in ways that expand services to communities while improving officer and public safety.

LexisNexisRisk.com/Coplogic | 877.719.8806






Bluetooth Credential Reader

When installed as part of a pdk io access control system, ProdataKey's new "touch io" Bluetooth readers allow users who have installed a mobile credential on their smartphone to enter a controlled door by simply touching their hand to the reader. The touch reader differentiates between the use of an electronic credential and encrypted Bluetooth authentication, providing a record of presented credential type to the pdk io system's events log. This capability allows administrators to limit use of mobile credentials to certain times of day and can assist in actively identifying misuse or sharing of cards or fobs between employees.

www.prodatakey.com



Occupancy Monitoring System

Hanwha Techwin America, a global supplier of IP and analog video surveillance solutions, announces a new occupancy monitoring system and mask detection analytic for its P series AI cameras. The license-free occupancy monitoring solution uses AI to accurately detect and count people entering and exiting premises from multiple entrances while dynamically displaying the current occupancy level for customers and staff. Mask detection analytics detect if masks are not worn or worn improperly and send out alerts including customizable audio messages directly from the cameras. The system can also generate alarm outputs to control automatic doors and traffic beacons for additional control.

www.hanwhasecurity.com

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POLICECHIEFMAGAZINE.ORG

Average Unique Visitors/Month: 39,400

Average Monthly Page Views: 77,600

The *Police Chief* website offers readers access to the valuable content in *Police Chief* magazine anytime, anywhere with a digital device.

Advertise today! Prominent ad units along the right-hand side of every page ensure maximum visibility. Hurry, advertising space is limited! Call today to confirm your participation.

| Ad Unit | Ad Size | Net Rate |
|-------------------|-------------|----------|
| Top Leaderboard | 728 x 90 | \$55 CPM |
| Half Page | 300 x 600 | \$65 CPM |
| Medium Rectangle | 300 x 250 | \$50 CPM |
| Sponsored Article | Specs below | \$3,000 |

Sponsored article:

- Homepage positioning for at least 2 weeks
- IACP social media promotion: 1 tweet, 1 Facebook post
- 20,000 impressions in 3rd medium rectangle placement to promote article.
- Video can be embedded in the article for an additional \$500
- Minimum purchase of 20,000 impressions/month
- Space and artwork due 15 days prior to start of ad campaign
- JPG or GIF; RGB color format; 72 dpi; Flash accepted; Limit animation to 7 seconds and 3 loops; 40 KB max
- Send artwork and target URL to Elizabeth Ferry at eferry@townsend-group.com

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POLICE CHIEF UPDATE

Frequency: Monthly

Circulation: 53,000

Unique Open Rate: 27.35% | CTR: 12.66%

Police Chief Update alerts readers to the newest content posted on the *Police Chief* website. This monthly e-newsletter contains an issue summary, job postings, and more.

The exclusive advertiser will have ownership of two ad units and an opportunity to provide sponsored content. Limited availability. Call today for more information.

| Ad Unit | Ad Size | Net Rate |
|----------------------|---|---------------|
| Exclusive Advertiser | <ul style="list-style-type: none"> • 160 x 600 • 195 x 145 • Sponsored content | \$6,000/issue |

- Space and artwork due 15 days prior to issue date
- JPG or GIF; No animation; RGB color; 72 dpi; 40 KB max
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork and target URL to Elizabeth Ferry at eferry@townsend-group.com

The screenshot displays the Police Chief Magazine website. At the top, the IACP logo and the magazine title "POLICE CHIEF MAGAZINE" are visible. Below the header, a navigation bar lists links: POLICE CHIEF MAGAZINE / ARCHIVES / COVID-19 / COMMUNITY-POLICE / THE IACP / ADVERTISING. The main content area features the "SEPTEMBER 2020 ISSUE" with the headline "September 2020—Emerging Issues in Traffic Safety". A featured article titled "Traffic Safety is part of every law enforcement agency's mission to increase safety and protect community members, and addressing traffic issues can be a key element in crime prevention. As new technologies emerge in both vehicles and police departments, this universal area of policing consistently evolves, bringing both new challenges and new opportunities." is highlighted with a "READ CURRENT ISSUE" button. Below this, the "FEATURES" section lists articles: "Innovations and Challenges in Urban Road Traffic", "Cultivating Partnerships to Protect Children", and "Virtual Reality and Crash Reconstruction". The "COLUMNS" section includes "President's Message", "Chief's Counsel", "Traffic Safety Initiatives", and "Products and Services". A large black box on the right side of the page displays the dimensions "160 X 600". At the bottom, a "SPONSORED CONTENT" section is visible, featuring a headline "Proactively Manage Use of Force Incidents & More" and a description of the CrimeCenter professional services software. A "VIEW ALL CONTENT" button is located at the bottom left of the page.

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DIGITAL

IACP MONTHLY

**AN INDISPENSIBLE SOURCE OF
LAW ENFORCEMENT NEWS**

Frequency: Monthly

Circulation: 50,000 opt-in subscribers

Unique Open Rate: 28.62% | CTOR: 10.38%

IACP Monthly is the official e-newsletter of the IACP and the go-to resource for influential law enforcement leaders, linking them to essential information about

- IACP events and resources
- Job postings
- IACP Blog updates and much more

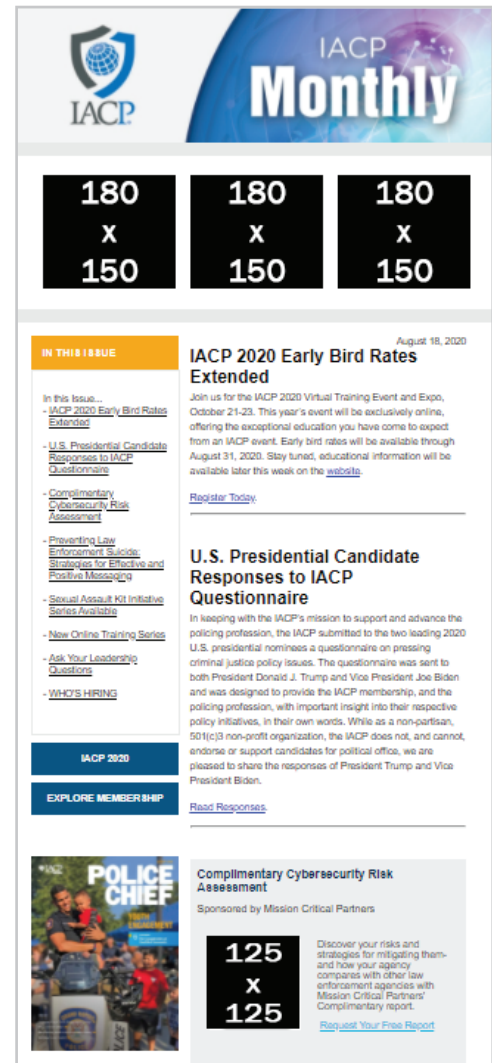
Advertise in *IACP Monthly* today and share your products and services with an audience of more than 40,000 law enforcement decision makers!

| Ad Unit | Ad Size | Net Rate |
|-------------------|--|---------------|
| Rectangle | 180 x 150 | \$1,250/issue |
| Sponsored Content | 55 character headline 200 character body 125 x 125 image | \$1,500/issue |

- Insertion orders and materials are due 15 days prior to the newsletter issue date
- JPG or GIF format; No animation; 40 KB maximum
- RGB color format, 72 dpi
- Sponsored content: limited to one (1) per issue
- Send artwork and target URL to Elizabeth Ferry at eferry@townsend-group.com

IACP Advertising Sales Representative

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ebarrett@townsend-group.com



The image shows a preview of the IACP Monthly newsletter. At the top, there's a header with the IACP logo and the title "IACP Monthly". Below this, there are three black boxes, each containing the text "180 X 150". The main content area is divided into two columns. The left column is titled "IN THIS ISSUE" and lists several articles: "IACP 2020 Early Bird Rates Extended", "U.S. Presidential Candidate Responses to IACP Questionnaire", "Complimentary Cybersecurity Risk Assessment", "Preventing Law Enforcement Suicide: Strategies for Effective and Positive Messages", "Sexual Assault Kit Initiative Series Available", "New Online Training Series", "Ask Your Leadership Questions", and "WHO'S HIRING". The right column features a large article titled "IACP 2020 Early Bird Rates Extended" with a date of August 18, 2020. Below this is another article titled "U.S. Presidential Candidate Responses to IACP Questionnaire". At the bottom, there's a section for "Complimentary Cybersecurity Risk Assessment" with a date of August 18, 2020. The newsletter also includes a "POLICE CHIEF" section with a photo of a police officer.

*Please be aware of the following restrictions in regards to IACP Monthly Sponsored Content:

- Cannot promote content that contradicts IACP policies or stance on issues
- Must promote an event or resource (not a product)
- Language and content must be approved by IACP

DIGITAL

ONLINE BUYERS' GUIDE

www.policechiefbuyersguide.org

The new IACP Online Buyers' Guide is a treasure trove of industry content, videos and supplier information. Upgrade your listing or advertise on the website today to increase your exposure.

| Ad Unit | Ad Size | Net Rate |
|----------------------------|---|--|
| Enhanced Listing | includes logo, company description, top placement, and more | \$1,250/year (choose up to 5 categories) |
| Top Leaderboard | 728 x 90 | \$2,500/year |
| Half Page | 300 x 600 | \$2,000/year |
| Medium Rectangle | 300 x 250 | \$1,200/year |
| Homepage Video | Embedded URL | \$500/month |
| Homepage Sponsored Content | See below | \$500/month |

- There is a limit of three (3) enhanced listings per category; availability first-come, first-served
- JPG or GIF format; No animation; 40 KB maximum
- RGB color format, 72 dpi
- Sponsored content: Headline (55 characters max), copy (200 words max), image (640 x 480 max)
- Send artwork and target URL to Elizabeth Ferry at eferry@townsend-group.com

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728 x 90

POLICE CHIEF

2020 Buyers' Guide

THE LATEST LAW ENFORCEMENT PRODUCTS & SERVICES

[IACP HOME](#)
[POLICE CHIEF MAGAZINE](#)
[ADVERTISING](#)
[EVENTS](#)

The annual Police Chief Buyers' Guide is the most important tool available to law enforcement executives putting together their equipment budgets, and the only buyers' guide supported by more than a century of IACP services and experience.

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[Weapons](#)

ADD YOUR COMPANY

Sponsored Content:
To commemorate the 125th Anniversary, the IACP is proud to present our anniversary video. The IACP would like to thank its members for their continued commitment to the organization and the profession over the last 125 years.

SPONSORED CONTENT:
Law Enforcement Information on COVID-19
 Coronavirus Disease 2019 (COVID-19) is a respiratory disease first identified in Wuhan, China, in December 2019. It has now been identified in more than 180 countries. This is an emerging and rapidly-evolving situation and new information becomes available daily.
 This webpage is dedicated to adding law enforcement in learning more about COVID-19 and how agencies can prepare. We will post new information as it becomes available.

300 x 600

300 x 250

300 x 250

POLICE CHIEF

2020 Buyers' Guide

THE LATEST LAW ENFORCEMENT PRODUCTS & SERVICES

[IACP HOME](#)
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Badges/shields/cases

Suppliers found: 10

ENHANCED SERVICE PROVIDERS

5.11

With offices around the globe, 5.11 works directly with end users to create purpose-built apparel, footwear and gear designed specifically to enhance the safety, accuracy, speed, and performance of tactical professionals and technical enthusiasts worldwide. 5.11 products exceed rigorous standards, which have allowed the brand to establish a reputation for innovation and authenticity, and become the premier choice for those who always have to be ready. 5.11 products can be purchased online, through authorized dealers and retailers, as well as at... | [MORE...](#)

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kristeng@511tactical.com
www.511tactical.com

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Last Updated: 06/09/2020

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Aber International, Inc.
2240 Main Street, Suite 4, Chula Vista, CA 91911 (619) 423-5182 (p)
• [Send Information Request](#)

Armor Express
PO Box 516, Central Lake, MI 49622 (231) 544-8090 (p)
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Last Updated: 05/03/2020

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WHITE PAPERS, CASE STUDIES, & CUSTOM CONTENT

BUILD STRONGER LEADS AND THOUGHT LEADERSHIP
FOR YOUR ORGANIZATION



SPONSORED ARTICLE

Three Reasons Data Priority is Essential for First Responders
by Teddy Durgin

SPONSORED CONTENT

First responders have to roll up on all sorts of uncertain, even daunting scenes—whether it's a building fire, an active shooter situation, or just fighting the crowds to get to a sick or injured person at a major festival or sporting event. Skills and training are, of course, essential. But equally important in this age of widespread mobile phones and cellular traffic is data priority and reliability.

U.S. Cellular, the fifth-largest wireless carrier in the United States, has made helping emergency personnel stay connected at all times both a business priority and a social responsibility. We sat down with two key members of the company—Andy Schlingman, Director of Business Markets for U.S. Cellular's business channel serving Wisconsin and Northern Illinois, and Mahesh Patel, Senior Manager of IoT Product Management—to discuss the three main reasons why data priority is essential for first responders.

Prioritizing Connectivity

If you are a police officer, a firefighter, or a paramedic, reliable connectivity is a must when responding to an emergency. "Communication is the lifeblood of what we do, from everyday response scenarios to emergency response management," Schlingman said. "First responders need to stay connected in such situations."

U.S. Cellular has been providing emergency responders with a dedicated Long-Term Evolution (LTE) network that separates mission-critical data from commercial and consumer traffic.

"The network that we created is part of our public safety solution to provide consistent high-quality service with the ability to prioritize and provide pre-emption for our first responders during high-traffic public events or during emergencies," Schlingman said. "We have developed a network that separates mission-critical data from the commercial and consumer traffic."

From a layman's perspective, what U.S. Cellular has done is provide a dedicated SIM card to its emergency responders that puts them at the front of the line when it comes to mission-critical data. The dedicated SIM allows emergency responders to have both quality of service and priority of service.

"The biggest challenge you have with first responders overall is competing with consumer traffic," Patel said. "Our dedicated core helps get prioritized traffic onto the network to deliver the back-end services that first responders need. One way to think about it is when you are driving on a highway and you have traffic all flowing together and it gets jammed. We open up a lane just for first responders so they don't get congested with the other traffic."

Also proving effective is U.S. Cellular's Wireless Priority Service (WPS), a solution for the cellular communications side of emergency response. The service evolved out of the Department of Homeland Security's Office of Emergency Communications' efforts to address the growing need for priority when excessive call volumes exist. WPS access is an add-on feature to existing wireless networks, but it's restricted to use by emergency support, national security, and emergency preparedness activities such as command and control functions, usually within the first 24 to 72 hours of team support. The best application for the WPS is in situations like disasters, major power outages, civil emergencies, sporting events, festivals, and other large public gatherings, Schlingman said.

Peace of Mind

Equally important is knowing a solution is going to work regardless of how dire the emergency is or how large the event being policed is. Schlingman describes his team as the front line.

"Fortunately, I don't think first responders have a stigma when adapting to cutting-edge technology—we just need to make sure the technology works when they need it," he said. "We work with police, fire, and emergency responders prior, during, and after implementation of a new solution. We allow them to test the solution in their own environment in order to provide that peace of mind when adapting to new technology. We want them to say, 'Whatever I'm running into, I know this is going to work.'"

The company also offers 24/7 emergency support. So if an emergency within an emergency does occur, U.S. Cellular staff is available to help.

"A common call to 24/7 support is a broken device," Schlingman said. "Someone dropped their phone, and it got wet or broken for one reason or another. Or there are those scenarios where there's a large group of people that are coming in to support a festival or a large public gathering. There may be a lot of volunteers and other support staff, and they don't have enough devices. So, what we do is help them out—by fixing a broken device over the air with spare devices they have on hand or by having a team of people ready and able to run a new device or a new SIM card out to them."

Another factor that plays into peace of mind is choosing the best data plan. U.S. Cellular works with customers to make sure they always have the right-size plan. Unlimited plans are a popular option that provide peace of mind.

"Generally, those are the plans that first responders gravitate to," Schlingman said. "But there are other options. What it boils down to is, with U.S. Cellular, no matter what plan the first responders choose, we are always going to have that quality, that priority, and that pre-emption that they need in a time of crisis."

A Range of Applications

U.S. Cellular has had great success deploying its technology and team support in various disaster scenarios and, on the more fun side, during big entertainment and sporting events. Regarding the former, one recent effort where Schlingman had to mobilize his team was in Wisconsin, where there was flooding on the state's southern border. Many streets were shut down, and emergency responders had their hands full.


"We had to go to a particular firehouse and set up a wireless command center," he said. "We also had to provide them with additional handsets because their entire wire-line communications network was down. So, they relied solely on the wireless side and the services we could provide."

Wisconsin also hosts SummerFest, the largest music festival in the United States. There were 19.8 million LTE data connections during the 2018 SummerFest. "It's really a small city down there for a 10-day period," Schlingman said. "If you're down there on a commercial network, in times of congestion, on some networks you're going to be slowed down or you going to have connection issues. So, that was one area that we certainly were able to deploy the WPS to the organizations we support, and they were able to communicate fully."

Looking ahead, both men are excited about the potential 5G has to offer.

"I see us having carved out our public safety-focused network, we'll start enhancing that network with the new technologies that 5G offers," Patel said. "We'll create a virtual network for first responders that will feature functions that will be quite different from your normal consumer network."

"5G is the next generation of wireless technology," Schlingman added. "The 5G speeds will be much faster than the speeds we see today. The latency of moving data will be almost instantaneous. It will provide our first responders with real-time access to mission-critical information, allowing them to make quicker and more informed decisions when time is of the essence. 5G in the emergency response space is going to be a game-changer in the next two to three years."



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