

Newsletter

June 2019

[Share with a friend!](#)



Duck, N.C.: Communications from Sound to Sea

During the summer months, the Town of Duck, N.C., -- on the Outer Banks -- swells from a few hundred permanent residents to tens of thousands. Hear how this small town's first responders use FirstNet for everything from everyday operations to managing emergencies such as hurricanes. [WATCH VIDEO](#)

Community relies on FirstNet for its communication needs

By John Cueto

Chief of Police, Duck, N.C.

What makes Duck, N.C., unique is the geography. It's about 2.32 square miles with several miles of linear beach on the Atlantic side. North Carolina 12 is the only state road through the town. So, essentially, there's one way in and one way out.

And that makes it difficult for us to navigate through and in and about town -- especially during the busy summer months. We want to avoid a scenario where we need to turn around when both lanes are very well congested. That limits our response time. That's why we're on FirstNet.



(Continued on Page 2)

IAFF is helping FirstNet to raise awareness among firefighters

FirstNet is a critical tool to keep firefighters, paramedics safe, help ensure effective emergency, disaster response

The International Association of Fire Fighters (IAFF) has joined FirstNet builder, AT&T, to help educate firefighters and paramedics on the 21st century tools available to provide critical data and inter-agency communications through FirstNet -- America's public safety communications platform.

With this alliance, the two are committed to educating firefighters and paramedics about the benefits of FirstNet and the impact it can have on public safety communications. The IAFF will also work with AT&T to convey the needs of frontline firefighters, including pushing for the FirstNet network to enable mission-critical voice communications for all firefighters during emergency response.

"The IAFF is dedicated to keeping our members and the communities they serve safe," says Harold Schaitberger, General President of the IAFF. "The FirstNet data and communications platform is one more tool that our members will have to

(Continued on Page 4)

Community relies on FirstNet for communication needs

(Continued from Page 1)

We need to have confidence our communication is going to be reliable, accurate, safe and secure. And when my officers arrive on scene, I want to know they'll be able to communicate with other agencies also responding.

We use FirstNet for all our network systems. That's our routers in our vehicles, which power our mobile data terminals in the cars. Our Axon fleet systems, for the cameras in the cars. Our automatic license plate reader program. And absolutely our cell phones.

Collaboration is key

Duck is a true sound-to-sea community. And because of our unique situation, we work very closely with the Fire Department, Surf Rescue and our emergency medical service, the Dare County Ambulance Service.

Our officers are often first on the scene, so they're well-trained in multiple disciplines. We carry a lot of technological equipment -- including defibrillators for CPR response, medications for a variety of emergency responses and fire extinguishers. We need to be able to respond to any sort of event. And we need to be able to communicate and collaborate with our partners.

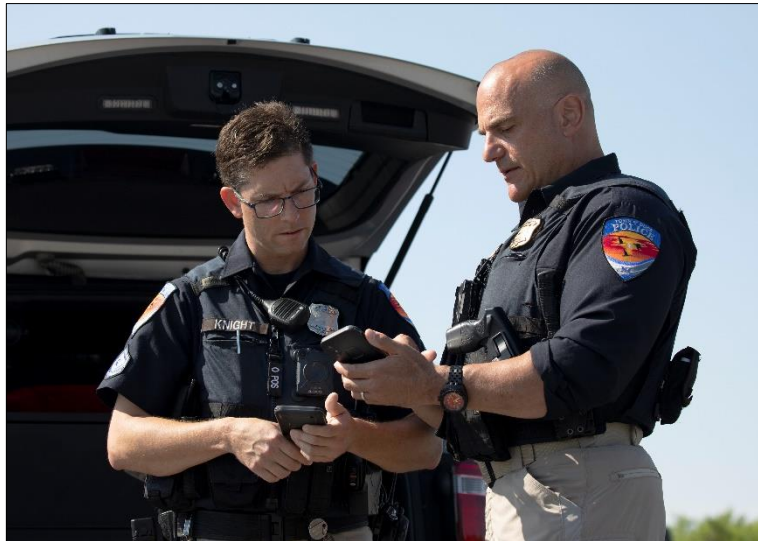
FirstNet gives us that ability. Working alongside Surf Rescue regularly in the summer months when the population is really dense, moving through traffic is a great concern. So, we need to be very accurate with our communication.

Serving the community

We have about 400 permanent residents. But at the height of the season -- June, July, and August -- we can have as many as 25,000 people living in town.

That population changes on Saturday and Sunday -- our changeover days. Renters are leaving Saturday and Sunday mornings and new renters are coming in in the afternoons.

Before Hurricane Florence hit last year, we had to prepare by evacuating



Chief Cueto says FirstNet is the "total package" for the Town of Duck. License plate readers, below, are powered by FirstNet and help the town prepare for any situation.



the town. And we used our license plate reader system to assist us. The license plate reader is basically a camera system that tells us how many vehicles are moving through the town. It's situated at the south border of Duck with Southern Shores and at the northern border, where Duck meets Currituck County.

With it, I can determine how many vehicles remain in Duck. That information is critical to my understanding who's still in town -- and the number of vehicles I need to move to get people to safety.

It took us several days but we were able to ensure that permanent residents, nonresidents, and visitors had all vacated the town for their safety.

The right solution

Before we adopted FirstNet, the costs and affordability for our license plate readers with a commercial carrier were a great concern. FirstNet was

much more cost-effective. Plus, we have all the added benefits at our disposal. And there is no throttling of data on FirstNet.

In a word, FirstNet is comprehensive. It represents the total package for us. It's about the day-to-day functionality. It exists as a force multiplier so that all of our agencies are on board and using the system cooperatively.

The more agencies associate with it, cooperate with it and coordinate with it -- the more viable it becomes.

John Cueto is Chief of Police for the Town of Duck, N.C., and newly appointed Director of Region 10 for North Carolina Association of Chiefs of Police. Before moving to Duck, he served with the Bridgeport Police Department in Bridgeport, Conn. He retired after 28 years, having served with the CT Fugitive Task Force, held the position as aide to the Chief in multiple administrations and has experience in emergency operations, canine unit, mounted patrol and SWAT Team. He earned a Master of Arts in Criminal Justice, from Sacred Heart University, where he also got his undergraduate degree in finance. Cueto is a graduate of the FBI National Academy, Session 246, and attended the Senior Management Institute for Police at the Police Executive Research Forum (PERF), Session 46.

Getting in on the ground level to help build the network for first responders

Editor's Note: This article is part of an ongoing series of profiles on the people and faces behind the FirstNet Program at AT&T and what motivates them every day.

In late 2015, Nina Mustafa got a call from a colleague in Texas. He wanted her to leave her job in Atlanta and come to Dallas to work on a top secret strategic service project.

The company was getting ready to submit a bid to build the first and only nationwide broadband communications network for public safety. And the project would eventually become the FirstNet Program at AT&T.

She accepted the challenge and helped develop the AT&T bid to build the nationwide communications ecosystem for first responders.

"To be part of program from the start to where it is now, has been truly rewarding," says Mustafa.

Since then, she's taken on a variety of roles on the FirstNet Program, working to help bring agencies onto FirstNet – at last count, more than 7,250 had signed up. This has included jobs in product, retail sales in the central and west regions, and most recently in global business solutions.

"There's a lot riding on this," says Mustafa. "At times, it can be intense and stressful. But there are people who are depending on this to save lives. It's not your typical cell service. Maintaining the integrity of the network – and the integrity of the program – for our customers is critical."

Learning and growing

Mustafa started her career with AT&T about 11 years ago in South rural Georgia – working for the Yellow Pages. "I sold the phonebook for my first year," she says.

Over the next 10 years, she moved into other roles, learning as much as she could along the way – about mobility, consumer products, the network, and device and product marketing.

Prior to her current role, she helped set up retail sales for the central and west



SPOTLIGHT
PROFILE

**Nina
Mustafa**

"To be part of program from the start to where it is now, has been truly rewarding."

"There's a lot riding on this. At times, it can be intense and stressful. But there are people who are depending on this to save lives... Maintaining the integrity of the network ... for our customers is critical."

– Nina Mustafa
FirstNet Sales Manager,
Global Business Solutions

regions – working to educate sellers about FirstNet, while at the same time bringing deals to the table.

"We did the largest subscriber-paid deployment to date with one of the nation's top ten cities," she says. "It was really fun watching it come to fruition, to see it all come together. And it helped that the customer wanted to be a trailblazer."

In a word, "FirstNet is a gamechanger," Mustafa says.

"If I am at a football game with my children and something happens, I want that EMT next to me to have the

tools and services he or she needs to get the job done," she says. "Because I'm relying on that individual to save our lives."

Setting an example

What keeps Mustafa going through the long and often crazy days is knowing that what she's doing is having a real impact.

"I feel like what we're doing here is real," she says. "It's one of the most fulfilling things I and my colleagues can say we've done while working for this company. We're doing something that's going to protect people's lives. And that's really rewarding."

Another, more personal, driver is setting a good example for her kids.

"I have two little ones at home," she says. "Doing a good job for them is important to me. One of them is a little girl, so being Super Woman for **her** is super important."

She's following an example her father set. "My dad came to this country not speaking a word of English," Mustafa says. "He made his way on sheer work ethic. Scarified a lot to get to where he is. And he's always been an awesome role model. He set the bar really high for me for performance, managing adversity and resilience."

International Association of Fire Fighters joins FirstNet builder, AT&T, to raise firefighter awareness of FirstNet

(Continued from Page 1)

gather information to make life-saving decisions when seconds count.”

The goal of the alliance is to cut through the clutter and make sure firefighters and paramedics have the right information to understand the cutting-edge capabilities and benefits of FirstNet. This will help them adopt and use the technology in their own jurisdictions. Additionally, FirstNet will benefit from the IAFF’s input on providing mission-critical voice capability as the service grows to meet the needs of its public safety users.

“FirstNet exists to serve public safety and to better their communications capabilities. But to get FirstNet into the hands of firefighters, they have to know this new tool is available, and they need to understand the transformative power it can bring to their day-to-day,” says Chris Sambar, senior vice president, FirstNet Program at AT&T. “The opportunity to collaborate with the IAFF to drive this critical education forward will go a long way in helping firefighters and paramedics get the modern communications they need.”

FirstNet is the only nationwide broadband network dedicated to public safety. Rising from difficulties communicating in the aftermath of the Sept. 11 attacks, FirstNet delivers a



single, nationwide, interoperable LTE network purpose-built to enhance communications across the public safety community.

“Our nation’s firefighters serve as the foundation for resilient communities, large and small. They deserve the best tools to help them keep themselves safe and carry out their lifesaving mission,” says Edward Parkinson, acting CEO of the FirstNet Authority. “We are pleased that the IAFF has joined AT&T to collaborate further on informing and getting feedback from members of the fire service on how FirstNet – their

network – can best support them as they work to protect lives and property.”

The alliance will facilitate information sharing, providing another avenue for public safety to give feedback, input and guidance on the evolution of FirstNet services.

“Ensuring that firefighters and paramedics have access to reliable cell service and the internet is vital,” says Schaitberger. “We look forward to working with AT&T on FirstNet to improve our ability to help our members keep their cities and neighborhoods safe.