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Apple Inc. is partnering with a startup to tackle a problem that has long vexed 911 operators: locating cellphone callers. Most 911 calls are made using mobile phones, but those callers' locations are harder to pinpoint than those of calls made using traditional landlines—a problem that can delay first responders.

RapidSOS, an upstart backed by three former Federal Communications Commission leaders, aimed to solve that problem. It created technology that pipes location information from smartphones and other internet-connected devices directly into the software used within 911 call centers.

Apple's new partnership with RapidSOS means iPhone users who call 911 will automatically send their location to emergency call centers, representatives for the companies said. Apple plans to push the new software to iPhones later this year as part of an update to its iOS mobile software, the company said. Apple's move is a sign that smartphone makers are willing to step into America's emergency response infrastructure, an area ripe for upgrades as well as reputational risks because lives are at stake.

In the past, convincing handset makers to update their products so that dialing 911 would automatically send location data, rather than requiring users to download an app, was a challenge. The set of location data Apple sends through RapidSOS will be separate from the

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information that wireless carriers like AT&T Inc. and Verizon Communications Inc. send.

Carriers are required to deliver the whereabouts of callers to 911 operators, but the estimated locations they provide can be as wide as a few hundred yards. Their information is typically less accurate than the blue dot consumers see on apps like Uber and Google Maps and can be obscured by buildings and in dense areas. Federal regulators estimate that shaving a minute off response times could save as many 10,000 lives a year.

Apple isn't the only smartphone maker testing caller-location solutions. Google late last year began testing new technology for sending location data from Android devices to 911 centers. The company worked with RapidSOS and West Corp., which also has connections to 911 call centers. Google's data in that test offered an average location-estimate radius of 121 feet, while carrier data averaged 522 feet, RapidSOS told The Journal earlier this year.

The RapidSOS technology is active in less than half of 911 centers nationwide, but is available to all of them at no charge. The company said it expects it to be used in the majority of 911 call centers nationwide by the end of the year. The 50-year-old U.S. 911 system is rooted in aging landline systems that deliver an exact address. Those phones, however, have been eclipsed by the growth of cellphones.

Wireless devices make about 80% of the roughly 240 million 911 calls placed in the U.S. each year, according to the trade group National Emergency Number Association. Wireless carriers primarily use GPS chips in phones and cell-tower triangulation to send location data to 911 call centers across the country.

The wireless industry trade group CTIA is part of an initiative to build a database of locations of WiFi hotspots and bluetooth beacons to better locate nearby cellphones. The ongoing effort, called the National Emergency Address Database, involves partnerships with cable companies, businesses and government agencies. Christy Williams, director of 911 for the North Central Texas Council of Governments, said citizens expect location accuracy when they make emergency calls because they see it every day on their phones and applications. RapidSOS and the Apple partnership is "finally getting us to a point where we could potentially meet some of the citizens' expectations," she added. — *Wall Street Journal*

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As a Swiss journalist, I've followed U.S. politics and media since the Clinton administration. But when I moved to Boston five months ago for a sabbatical, I got a new perspective, and it has stunned me. I'm subscribed to several major newspapers, including the New York Times, Washington Post and Boston Globe. Too much of the press is obsessed with the president.

In the Times, I counted 14 articles dealing with Mr. Trump in a recent Friday edition. One of them, an editorial, was titled "The Cult of Trump" and accused Republicans of revolving around a man rather than ideas. Could it be that the media's excessive Trump coverage is a kind of cult, too? Could it be that, as important as this presidency indeed is, other relevant issues are crowded out?

To be sure, the media must report and comment at length on events like the Group of 7 and North Korea summits. They must analyze in detail the Iran-deal withdrawal, the imposition of tariffs, and turnover in the administration. It is journalists' duty to investigate and criticize every president and administration. Yet many news organizations are allowing Mr. Trump to dominate the news cycle even when it comes to trivialities. Do his tweets about Kanye West, Roseanne Barr, the National Football League's national-anthem policy and the latest twist in the Stormy Daniels case warrant the scale and scope of the coverage?

The Trump hysteria extends to the president's family and friends. When a Boston Globe reporter disclosed that "a small number" of Harvard alumni mocked Jared Kushner in their 15-year reunion book ("Shame on you!"), the newspaper ran the scoop on its front page. From a Swiss perspective, this all seems familiar. In the 1990s my country saw the rise of a man later described as the first populist in Europe, Christoph Blocher.

The billionaire entrepreneur took over the Swiss People's Party and transformed it into a conservative, euroskeptic and immigrant-weary movement. Mr. Blocher dominated the headlines for years, much the way Mr. Trump does in the U.S. Amid dire warnings by virtually every Swiss news outlet, his party increased its share of the vote constantly, from around 10% to 30%. In retrospect, it's widely accepted that Mr. Blocher's exuberant media presence, and his demonization, helped him rise. While meaning to do the opposite, the media made him the hero against the "political class." Similarly, Mr. Trump's approval numbers are higher than when he was elected, and many Republicans who once were ambivalent now support him.

Britain's Foreign Secretary Boris Johnson said in a private conversation, reported earlier this month: "I am increasingly admiring of Donald Trump. I have become more and more convinced that there is method in his madness." Mr. Johnson is a former journalist, and it's worth thinking about how the method works on the press.

We are all locked in this symbiotic relationship: Mr. Trump, the media and the audience. Who will break out first? Certainly not Mr. Trump. Most likely not the media. So we will have to wait until the audience gets tired and stops reading articles—like this one—just because of the T-word in the headline. — *Wall Street Journal*

