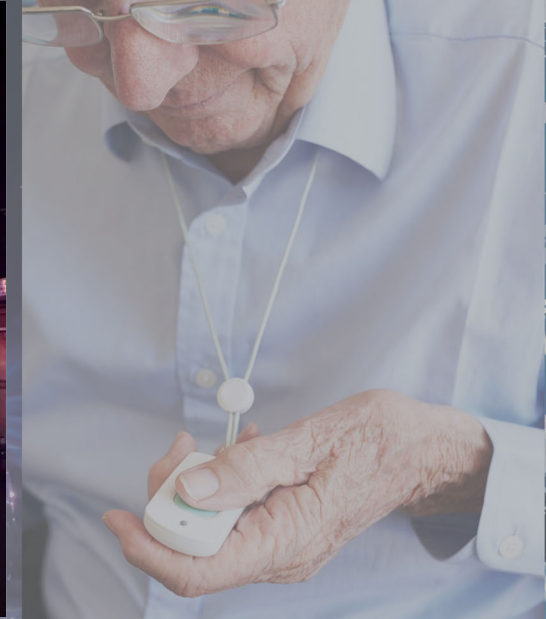




**IT'S MORE
THAN CABLE
IT'S THE LINK TO LIFE-SAVING
COMMUNICATIONS**



When Seconds Count, Don't Move, Sever, or Disconnect Cable

Exposed to the elements, cable infrastructure is at risk during every crisis or natural disaster. The actions of well-meaning response crews clearing trees, debris, downed utility poles, and wires is just as damaging to cable. As responders rush in to do their important job, they have to understand the risks of cutting cable and the negative impact on communications and public safety.

CONSIDER THIS

During their time of need, citizens rely on cable to report emergencies and summon life-saving help.

Cutting Cable:

- :: Puts lives in danger
- :: Slows recovery efforts
- :: Increases communication downtime

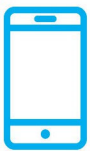
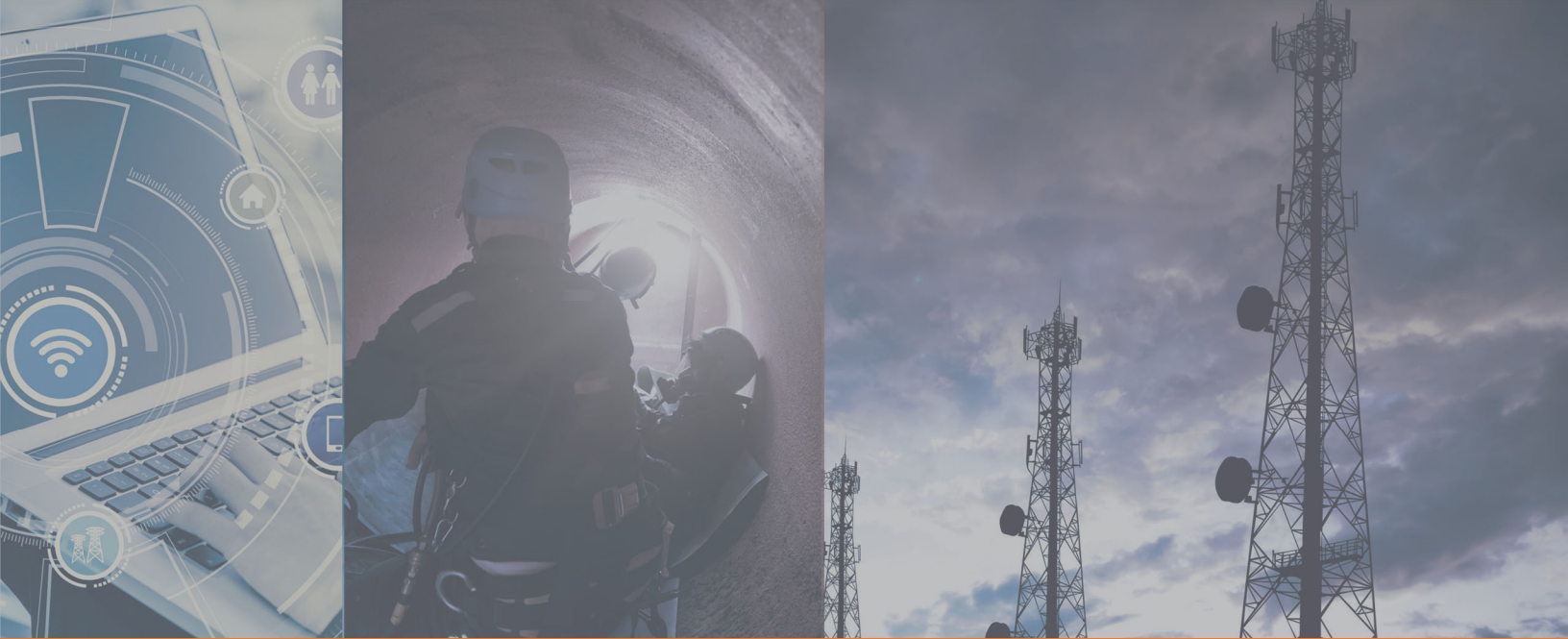


E911, Telephone, and 911

Recent storm seasons have shown increased severity and frequency. Without adequate emergency communication systems, communities are in danger of going dark — unable to send distress signals or receive crisis alerts. Cable Operators are a very important links in the hours and days after a disaster — they connect customers to E/911 and are vital to crisis response, public safety, and recovery.

CABLE'S HIGHLY IMPORTANT ROLE

- :: Cable links play a key role in emergency alert systems and evacuation planning
- :: Severed connections threaten availability of regional and national Emergency Alert Systems and Wireless Emergency Alerts



Cell Phone Systems

Mobile wireless services rely on cellular backhaul that is often dependent on cable broadband infrastructure. Mobile communications are critical in emergencies because they provide awareness of rapidly developing issues for response center teams and first responders working in the field.



Biomedical

Wireless health monitors and devices convey a significant amount of data that's transmitted via cable between healthcare providers, homebound patients, and telehealth services. Lives are at risk when cable is cut since health status and disease condition updates are delayed or stopped altogether.

See how cable can speed your disaster recovery efforts. Visit us at scte.org/emergency

Preventing Unnecessary Network Service Disruption

Cable is much more than TV programming. It's voice connectivity, the backbone of mission-critical cell service, and Internet access. Accidental cutting could endanger lifeline circuits, leading to inability to communicate with first responders and possible loss of life.

For 65% of households¹, cable broadband is the primary source of Internet connectivity. Communities share life-saving information via social media and email. When disaster strikes, network traffic increases exponentially. Uncoordinated clearing of cable infrastructure reduces people's ability to update authorities or locate missing family members in an emergency.

CASE IN POINT
Facebook page "Joplin Tornado Info" was created less than two hours after the tornado hit the community. It connected people who were impacted and helped them reach first responders in the area.²

PROTECTING COMMUNICATIONS NETWORKS THROUGH BETTER COORDINATION



How Do Public Safety Agencies Navigate Disaster?

During the chaos surrounding disaster recovery, time-critical decisions must be made. What keeps command centers connected? How are crews dispatched? How are evacuation messages distributed?

During fires, earthquakes, tornadoes, floods, or hurricanes, communications networks expedite warnings while lessening risks to first responders. Cable helps keep first responders safe while helping them efficiently do their jobs.

Make Rapid Network Recovery a Priority Cable Communication.

1. Connect with cable providers before disaster strikes
2. Make cable providers stakeholders when planning disaster recovery
3. Coordinate boots on the ground with cable company resources
4. Think before you cut — without cable, communication and recovery efforts grind to a halt

Keep community members and first responders safe during a crisis. Learn how to partner with your local cable company at [scte.org/emergency](https://www.scte.org/emergency)

INCREASE SAFETY

Cable must be at the table with Power Companies, Offices of Emergency Management, Wireless Providers, and Government in order to coordinate recovery efforts and disaster relief.

¹ www.pewinternet.org/fact-sheet/internet-broadband/

² www.civicplus.com/civicready/crisis-communications-guide