



Don't Cut the Cable: Protecting Communications Cable

A new video has been created to help this committee raise awareness about the importance of not cutting cable after a natural disaster or other emergency situations. This document provides a single source of information to access the video, familiarize yourself with key messages, and promote the video across your channels.

Video:

The latest video can be found here: scte.org/emergency or youtube.com/watch?v=2yLN5TrI5Us

Audiences:

Suggested audiences may include:

- Power utility companies
- Army Corps of Engineers
- Local and regional departments of public works
- Offices of emergency management
- Contractors involved with post storm debris cleanup



Key Messages:

- Cable is the link to live saving communications
- In emergency situations, cable delivers services that save lives like e911, emergency alerts, internet connectivity, remote health management, and critical backhaul for wireless traffic
- Cable should be part of emergency response plans
- Even when cables are down, they may still be carrying vital traffic
- Tips for emergency situations:
 - Be safe - treat all cable lines as live
 - Alert local cable provider
 - Ensure cable crews have access to impacted areas
 - Maintain open communications with cable operators, power utilities, repair crews and government offices

Social Media:

You are encouraged to share this video with your social networks as well as on your company's social media channels. When doing so, we encourage you to use both of the hashtags below:

#cablesaveslives #emergencyresponse



Where appropriate, also consider tagging the organizations and companies who supported the creation of the video:

SCTE Foundation:  @foundationscte

SCTE:  @scte  @thescte

NCTA:  @NCTAitv  @NCTAitv

Charter Communications:  @getspectrum  @spectrum

Comcast:  @comcast  @comcast

Cox:  @coxcomm  @coxcommunications