



North Carolina Telecommunications
Industry Association

Public Service Announcement

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Hurricane season is upon us and it is important that we prepare for what the National Hurricane Center predicts as one of the worst hurricane seasons. The North Carolina Telecommunications Industry Association (NCTIA) member companies want you to be ready with a list of things customers can do to help prepare and, in the case of a major storm, get your service reestablished. The NCTIA and its members urge customers to take the appropriate steps to ensure they are prepared. Customers can help ensure they get the best service by:

- Having at least one conventional phone (Non-cordless, not requiring commercial power) at home. Wireline home phone service should be available for several hours after commercial power has been disrupted, and these conventional phones will continue to operate as long as the local switching equipment operates on battery power or back-up generation.
- Use the phone ONLY if it is imperative. During time of severe weather the phone telephone networks tend to become stressed. With the loss of commercial power and the fact that the equipment is using battery back-up systems, the more the network is used the shorter the time before battery power is depleted. The phones should only be used for quick conversations to leave the network available for emergency calls.
- In the case phone service is lost contact your local service provider only one time to report the outage. After a catastrophic storm such as a hurricane your local provider will survey the damage and prioritize the repairs needed.
- Make sure cell phones are charged and used for back-up communications. Again these networks should be kept opened for emergency communications. Keep in mind that interruption of wireline service and commercial power could also affect wireless calls.

The NCTIA wants you to know that your local providers will be working around the clock to return service to customers. Check you local provider's website for more information on storm preparedness. Access local providers through www.nctia.org.