



# Please, Don't Hang Up... it may be the most important call you receive all day.

Recipients of Relay calls do not always know what a Relay call is. They often think a telemarketer is calling. They often hang up.

Have you ever made a Relay call and had someone hang up on you? Would you like New York Relay Service to educate those who do hang up?

For more information, contact: Mary Beth Mothersell, Senior Customer Relations Manager  
Email: [mbmothersell@sprint.com](mailto:mbmothersell@sprint.com) Customer Service: 800-676-3777 [www.nyrelay.com/donthangup](http://www.nyrelay.com/donthangup)  
Voice & TTY

Many deaf, hard-of-hearing, deaf-blind, and speech-disabled people find that businesses and organizations they call through Relay are unfamiliar with the Relay Service. As a result, when the Relay Operator announces the call—"This is New York Relay"—the first-time call recipient often hangs up.

These hang-ups are frustrating for deaf, hard-of-hearing, deaf-blind, and speech-disabled callers. But just as significant, they mean a loss of business and bad customer relations for the business or organization being called.

People with a hearing loss or a speech disability use the phone like everyone else—to find out about a product, make an appointment, reach a teacher, call a parent with a birthday party invitation, or simply to be neighborly.

The "Please, Don't Hang Up" campaign consists of presentations and demonstrations throughout the state by New York Relay Ambassadors, public service announcements for television and radio, and printed materials.

The attached, tear-off post card is a tool for you to inform New York Relay Service when someone from a business or organization hangs up on you.

The New York Account Manager will follow-up with a brochure, a letter, and/or a telephone call to the business or organization to better inform them about New York Relay Service.

The important message to share with organizations and businesses is a simple one—"Please, Don't Hang Up. This may be the most important call you receive all day".

Fill out, tear off and mail card below to file a complaint.



P.O. Box 547  
Geneseo, NY 14454



Place Stamp Here

NEW YORK RELAY SERVICE  
P.O. BOX 547  
GENESE0 NY 14454



**“Please, Don’t Hang Up” on a Relay call.  
It may be the most important call you receive all day.**

*Thousands of people who are deaf, hard-of-hearing, deaf-blind, and speech-disabled call organizations like yours every day. They call through New York Relay Service.*

*Often people hang up on Relay calls because they think a telemarketer is calling.*

*When a call comes through saying, “This is New York Relay,” it is a call from someone with a hearing loss or a speech disability.*

*So, the next time you get a Relay call, remember:  
if you hang up, you may be hanging up on the most important call you receive all day.*

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Email: mbmothersell@sprint.com

Customer Service: 800-676-3777 (Voice & TTY)



# Please, Don't Hang Up..

It may be the most important call  
you receive all day.

**Help make a difference in the State of New York.** A new campaign called, “Please, Don’t Hang Up,” is working to reduce the number of times recipients of calls through New York Relay Service hang up on deaf, hard-of-hearing, deaf-blind, and speech-disabled callers because they think a telemarketer is calling. This mailing contains information that will help educate the public on how to receive a call from New York Relay Service.

## Step 1

Personal Contact Information (Please print clearly)

NAME:																								
PHONE 1:		-		-	EX.		2:		-		-													
ADDRESS:																								
EMAIL:																								

## Step 3

Mail your form to:

NEW YORK RELAY SERVICE  
Mary Beth Mothersell  
P.O. Box 547  
131 Main Street Suite 2  
Geneseo, NY 14454

## Step 2

“Hang Up” Business Information (Please print clearly)

BUSINESS NAME:																								
BUSINESS PHONE:		-		-	EX.																			
ADDRESS:																								
EMAIL:																								
COMMENTS ON HANG UP:																								

HANG UP OCCURRED:

- DURING RELAY ANNOUNCEMENT  
 AFTER RELAY ANNOUNCEMENT

HOW OFTEN DOES THIS HAPPEN TO YOU:

- 10%-30% OF CALLS  
 30%-50% OF CALLS  
 MORE THAN 50%