



October 2006

ParentBroadcast®: School-to-Parent Notification Service

Dear Parents,

In our ongoing commitment to keep parents informed and involved, Laurel School will continue to use ParentBroadcast in the 2006-2007 school year. This powerful communication service has allowed the school to reach parents with non-emergency information such as school closings and all-school meeting reminders. Thankfully, we have not needed to use the service for any emergency announcements and hope not to in the future. The positive reaction we've received from parents makes it clear that ParentBroadcast is a valuable addition to our communication plan.

If you are new to the school, here's how it works. The school makes one call, records a voice message and immediately sends it to all families. If no one is at home, the message will record to voice mail or an answering machine. ParentBroadcast messages will appear on your Caller ID as Laurel School – 216-464-1441. **PLEASE NOTE** – the service is voice activated, meaning you must say "hello" for the message to begin playing.

Remember, this system has two components, Non-emergency announcements and Emergency announcements. Non-emergency announcements include school closings and all-school meeting reminders. The school maintains this list from the primary phone number each family has on file.

An example of an emergency announcement could be the need to evacuate the building. All announcements will be sent to each family's primary phone number on file at school. Families that wish to include additional phone numbers or email addresses for emergency announcements, may do so by calling the **ParentBroadcast Family Hotline at 1-800-510-5805**. For security reasons, **you must call from your primary phone number** to manage your personal emergency contact list. If you choose not to add more emergency contacts, messages will go to your primary phone number only. If you miss a message, you can also call the hotline to listen to the most recent announcement.

Important note for returning school families

The ParentBroadcast database is refreshed each year, so if you entered additional emergency contact information last school year, you will need to input your information again this year.

Questions about ParentBroadcast

Please take a moment and review the ParentBroadcast Service Summary that follows. We want all our parents to take full advantage of the safety benefits and convenience this new service provides. **If for any reason, however, you choose not to participate and would like your primary phone number removed, please send your request in writing to Linda Hurley, Director of Finance and Operations, or by email to lhurley@laurelschool.org. By declining, you will not receive ParentBroadcast announcements.**



ParentBroadcast® -- Service Summary

What is ParentBroadcast?

ParentBroadcast is a telephone and email messaging service used by schools to quickly reach families with urgent school news. Schools have unlimited use of the ParentBroadcast service for all urgent messages sent to families (and staff too).

How Does ParentBroadcast Work?

Your school makes one phone call, records a voice message and, in their own words, sends it to your primary phone number given to your school at the beginning of the school year. For two-household families that have more than one phone number on file at school, announcements will be sent to both phone numbers. **If for any reason your primary phone number changes, please notify your school office.**

Frequently Asked Questions

What if no one is at home to receive urgent school announcements?

If there is no answer, announcements will be left on your answering machine or voicemail service. If you do not have an answering device, ParentBroadcast will redial for up to three attempts.

If our phone number is protected by a call blocking service, will I receive school announcements?

Your school's name and phone number will appear on your Caller ID. Some call blocking services require that you program the school phone number into your service for calls to go through.

I would like ParentBroadcast announcements sent to my primary phone number and other contacts. How do I add more numbers to my emergency contact list?

To add multiple contacts (including email addresses) to your emergency contact list, simply call the ParentBroadcast Family Hotline at 1-800-510-5805 from your primary phone number and follow the instructions. For security reasons and to protect your confidentiality, you must call from your primary phone number to access your personal emergency contact list.

My work phone number requires dialing an extension. Should I use this as a contact number?

No. If your work number requires an extension or must go through a receptionist, ParentBroadcast announcements will not reach you. Include a work number only if it is a direct dialed line. To receive emergency announcements at work, your best solution is to add your business email address or your cell phone number to your emergency contact list.

Will local radio and television continue to broadcast news such as closings and delayed openings?

Yes. Radio and TV broadcasts will continue to be an important source of information for families. ParentBroadcast goes much further, making it more convenient for you to be contacted immediately and with a direct message from your school.

Important Reminders:

1. **You must speak a greeting** - for the message to play. ParentBroadcast is a voice-activated service, meaning you must speak a greeting for the message to begin playing.
2. **Only your primary number will be called** – for non-urgent messages. Urgent messages will be sent to all phone numbers and email addresses on your emergency contact list.

Important Privacy Notice

ParentBroadcast and its affiliates are **NOT** in the business of selling or sharing any information, personal or otherwise, provided by schools or families. You can be assured your personal information will only be used by your school to send announcements to families.