



**DEUBROOK AREA SCHOOL’S SCHOOLREACH MESSAGING**

Dear Parent/Guardian,

To enhance communications between parents and school, October 1, 2009, Deubrook Area School’s is instituting a telephone broadcast system that will enable school personnel to notify all households and parents by phone within minutes of an emergency or unplanned event that causes early dismissal, school cancellation or late start. The service also may be used from time-to-time to communicate general announcements or reminders. This service is provided by SchoolReach, which specializes in school-to-parent communications. Deubrook Area School’s will continue to report school closings due to snow or weather on the following and will use this system as an overlay to the public announcements.

|                |                |                            |
|----------------|----------------|----------------------------|
| Brookings Area | Radio Stations | KJJQ-910 am                |
|                |                | KBRK 1430 am & 93.7 fm     |
|                |                | Hawk 107.1                 |
|                |                | K-Country 102.3            |
| Watertown Area | Radio Stations | KWAT 950 am                |
|                |                | KDLO 96.9                  |
|                |                | KICK 96.0                  |
|                | T.V. Stations  | KTTW Fox 4                 |
|                |                | KDLT Channel 5 or 805      |
|                |                | KSFY Channel 13 or 813     |
|                |                | KELOLAND Channel 11 or 811 |

When used, the service will simultaneously call all listed phone numbers in our parent contact list and will deliver a recorded message from Kevin Keenaghan, superintendent or another school administrator. The service will deliver the message to both live answer and answering machines. No answers and busies will be automatically retried twice in 15 minute intervals after the initial call

**NOTE:**

- 1) **1<sup>st</sup> practice message will come to you on Friday, October 16, 2009 at 9:00 AM**
- 2) **This requires NO registration by the parent on any websites.**
- 3). **All information and contact numbers are on file in the schools DDN Campus information you provided when registering, is strictly secure, and confidential and is only used for the purposes described herein.**
4. **If you want this messaging delivered to your email address, email that address to [Rhonda.Kruse@k12.sd.us](mailto:Rhonda.Kruse@k12.sd.us) and she will develop a list to also go to emails.**

Here is some specific information you should know.

- **Caller ID.** The Call ID will display 605-629-1101, which is the main number for Deubrook Area School Junior-Senior High School
- **Live Answers:** There is a short pause at the beginning of the message, usually just a few seconds. Answer your phone as you normally would “Hello” and hold for the message to begin. Multiple “Hello’s” will delay message. Inform all family members of this process who may answer your phone.
- **Answering Machines:** The system will detect that your machine has answered and will play the recording to your machine. The maximum numbers of rings before hang up is 5. Make sure your machine answers after 4 rings or you may miss the message.
- **Morning & Day Calls:** In the event a cancellation decision is made the night before, or in the early morning hours, the broadcast message will be sent only to home phone numbers. In the event a cancellation decision is made mid-day, the broadcast message will be sent to home and cellular numbers. General announcements would be sent only to home numbers.
- **Message Repeat:** At the end of the message you will be prompted to ‘press one’ to hear the message again. This is very effective when a child answers the phone and hands it to a parent, who can then ‘Repeat’ the message in its entirety.
- **Emails:** If this option exists for your school, and if you supply the school with your email address, you can be included in the email broadcasting service. The Principal can then send a text message to you or even attach a .wav file of the message sent home.

If you have any questions, please contact Linda Ray (629-1101) at Deubrook Junior-Senior High or Max Christianson/Rhonda Kruse (794-1151) at Toronto Elementary. SchoolReach, the service provider, uses the best available technology in the industry to detect the difference between human answer and machine answer.

How detection works:

1. The system detects and measures the voice energy when the phone is answered.
2. The system measures this energy in combination with the background noise and line impairments.
3. If the system determines that it is a “live” answer it will immediately start playing the message.
4. If the system determines that it is a machine it will wait for 3 full seconds of silence before playing the message with a maximum wait time of 20 seconds.
5. If the system cannot make a determination it will default to answering machine thus requiring three seconds of silence for the message to play. In this case, you may here a prompt to “Press any key to here the message immediately.”

Some reasons for false detection:

1. Loud background noise; television, radio, general noisy environment.
2. Cordless phone that has static or other foreign noise.
3. Not saying hello or delaying saying hello.

What can be done to remedy this?

1. Do not say hello more than once, if the system detected your answer incorrectly all noise will reset the three-second counter.
2. If, after you answer, the message does not immediately play- you can cover the mouthpiece of the phone to cutout all background noise the message should then play after three seconds.