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Using the ParentREACH Alerts & Notifications Hotline

ParentReach & AmfaENS

are services of

THE AMFAX CORPORATION

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Introduction

In addition to providing outbound notifications by direct phone calls (voice broadcasts) to the parents, staff, or members of an organization, the Amfax Emergency Notifications service also makes it possible for those recipients to call into a central location to replay your announcement from the system. The service is useful for end users who may have missed an original message and want to recheck current alerts. This service also provides a way for end users to know if an announcement was sent out in the first place. This unique service is known as the ParentReach Alerts & Notifications Hotline service, or simply, “the Hotline.”

Placing a notification onto the hotline can be done automatically at the time of a regular voice broadcast, at any time by sending a message to only the hotline, or by calling the hotline directly to record an announcement.

It is an optional feature which we hope you find useful. Following are possible examples:

1. An early morning broadcast announcing a school closure due to weather: In this case, a child may answer and hang up. A parent will then call the school but no one is present to respond.
2. A team bus may be stuck in traffic or weather: Here, parents may call repeatedly for updates. The hotline can be used as the central source for the latest information instead.
3. A weekly event summary or update for staff, members, etc.: The hotline permits users to call at their convenience for the latest available information.

“Section 1” of this document relates to the automatic placement of your announcements onto the hotline by including the hotline in the lists you create for your voice broadcasts.

“Section 2” contains instructions for placing your announcements onto the hotline without requiring a voice broadcast at all, by directly calling the hotline to record your announcement or update.

HOW PARENTS RETRIEVE YOUR ANNOUNCEMENT FROM THE HOTLINE:

You must give parents and staff the hotline number, and your 4 digit site identifier.

The hotline direct-dial telephone number for all users is: 770-406-5581. Your unique four digit site identifier is usually the last four digits of your PhoneUserID. E.g. If your Phone User ID is “1234567” Your four digit site-identifier will be “4567.”

SECTION 1 – Activating the Hotline via Broadcast

You must include the Hotline in one or more of your lists if it is to be automatically activated at the time of an incident notification via voice broadcast.

If you wish to include the hotline in your notifications every time, choose method #1 below. If you prefer to include the hotline for only selected notifications, then choose method #2 below.

The announcement is sent by the broadcast system to the hotline system at the time of your broadcast. It is delivered by email as an attached wav file which the hotline then plays to end users who call in. The email address to be included in one or more of your lists is hotline@parentreach.com .

General Notes:

1. Every broadcast to a list that includes the hotline-email-address will activate the hotline service.
2. Each subsequent broadcast to such a list will overwrite the previous announcement.
3. Use the standard list structure to include the hotline in your lists. For a complete discussion of list formats refer to “Creating and formatting Lists.” Note: We recommend placing the hotline at the top of a list so it is evident when you sort and view your lists:

REF	ADDR	TYPE
aaa- Hotline	hotline@parentreach.com	internet

Method 1. Automatic activation of the hotline every broadcast:

Include the hotline email address in each of your lists. This will ensure that any list you choose will activate the hotline. Duplicate instances of the hotline will be ignored by the broadcast system.

Method 2. Selective activation of the hotline at each broadcast:

Include the hotline email address in a special list and give it a numeric name. When you want to activate the hotline, include that list in your broadcast when prompted for a list or additional lists.

Considerations

1. Messages recorded will be overwritten if a new incident notification is commenced;
2. Messages are automatically deleted from the system at midnight Eastern Time;
3. Once received via a broadcast, they will be available to all callers within 5 minutes. The maximum delay is five minutes because the hotline “polls” new messages every 5 minutes.

SECTION 2 – Activating the Hotline by Direct Access

The original Hotline service described in Section 1. supported only alerts recorded as part of an incident notification via regular voice broadcast. This section refers to an upgrade permitting administrative staff to record announcements directly, without the need to send an incident notification via voice broadcast.

Before Using the Service by direct access

Before you use the service you will need:

- a) your 7 digit PhoneUserID and
- b) 4 digit “site identifier.”

Recording an announcement

1. Call the hotline number as you would normally: 770-406-5581
2. The system will welcome you and ask for your 4 digit site identifier – instead enter **99
3. This will bring you to the maintenance area – and you will be advised you have now entered the maintenance area.
4. You will again be asked for your 4 digit site identifier – this time enter your true 4 digit site identifier.
5. For additional security you will be asked for your 7 digit phone user id
6. If you have a current alert message on the system you will hear the current message and be provided options to delete it (leaving no prompt on the system), record a new prompt, listen to the prompt again, or exit the system.
7. If you do not have a current alert message on the system you will be advised of that and provided an option to record a new message.

Considerations

4. Messages recorded will be overwritten if a new incident notification is commenced;
5. Messages are automatically deleted from the system at midnight Eastern Time;
6. Once recorded, they will be immediately available to all callers without delay.