When used, the service will simultaneously call all listed phone numbers in our parent contact list and will deliver a recorded message from Dr. Gebhardt 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 fifteen minute intervals after the initial call.

The parent contact list is uploaded and maintained by staff at school. You are not required to submit any additional information, and your information is treated as confidential. Our school list is not shared with any other agency or organization – your data remains private.

Here is some specific information you should know:

• Caller ID	The Caller ID will display 615-292-9465, the main number for CKS.
• 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 “hellos” will delay the 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 number of rings before hang-up is five. Make sure your machine answers after four rings or you may miss the message. (SchoolReach cannot change this setting. This may cause problems for users of AT&T voicemail or other voicemail services.)
• Message Repeat:	At the end of the message you will be prompted to ‘press one’ to hear the message again. This is very helpful when a child answers the phone and hands it to a parent, who can then ‘repeat’ the message in its entirety.
• Emails:	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.

Here’s how detection works when a call is placed by SchoolReach:
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 three full seconds of silence before playing the message with a maximum wait time of twenty 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 hear a prompt to “press any key to hear the message immediately.”

Some reasons for false detection:
1.) loud background noise; television, radio, general noisy environment,
2.) a cordless phone that has static or other foreign noise,
3.) not saying “hello” or delaying saying “hello”.

What can be done to remedy this problem?
1.) Do not say “hello” more then 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, cover the mouthpiece of the phone to cutout all background noise. The message should begin after three seconds.