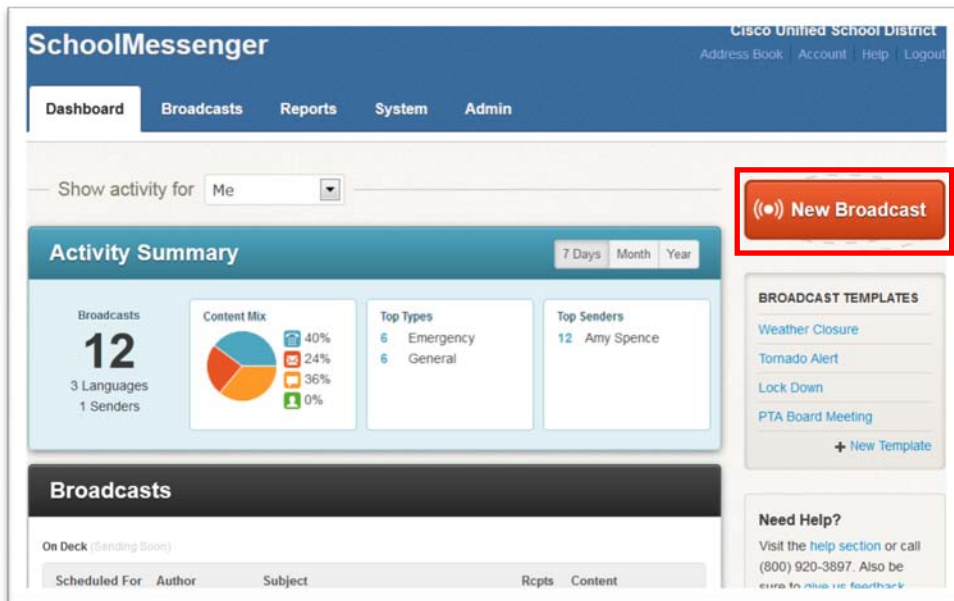


What is a Broadcast?

What is a Broadcast? You can think of it as getting the right message, to the right people, at the right time!

Creating a New Broadcast

Creating a new broadcast is easy. Click on the *New Broadcast* button at the top right-hand corner of the screen.

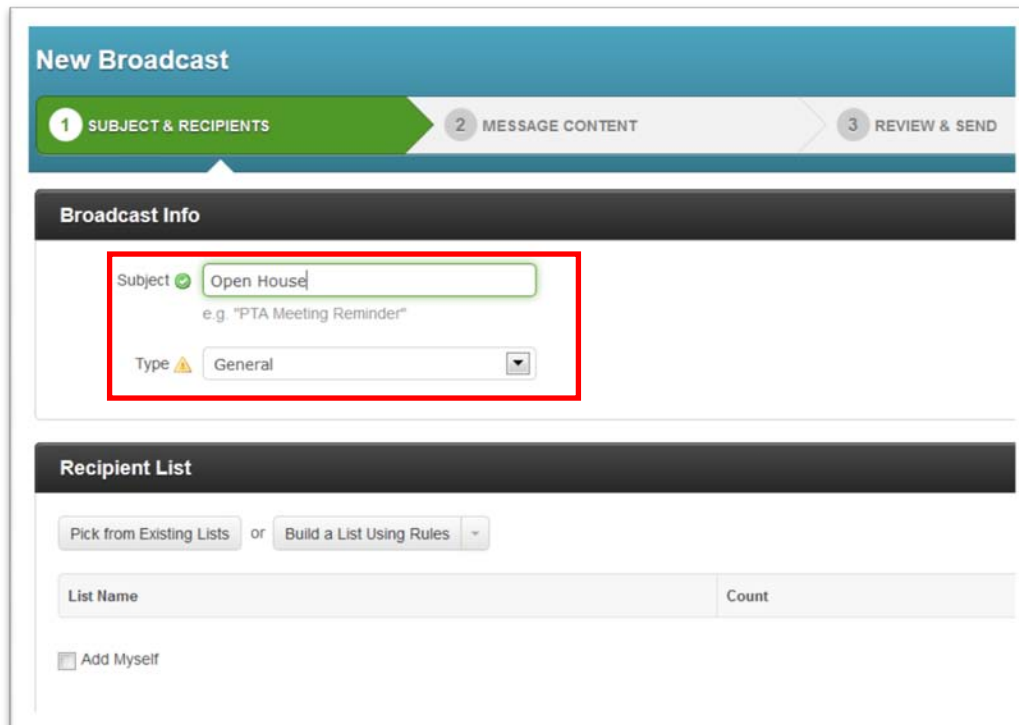


The screenshot displays the SchoolMessenger dashboard for Cisco Unified School District. The top navigation bar includes 'Dashboard', 'Broadcasts', 'Reports', 'System', and 'Admin'. A 'Show activity for' dropdown menu is set to 'Me'. The 'Activity Summary' section shows 12 broadcasts, 3 languages, and 1 sender. A pie chart indicates a content mix of 40% Emergency, 24% General, 36% Other, and 0% Unknown. The 'Top Types' section lists 6 Emergency and 6 General broadcasts. The 'Top Senders' section lists 12 broadcasts by Amy Spence. The 'Broadcast Templates' section includes links for Weather Closure, Tornado Alert, Lock Down, and PTA Board Meeting, along with a '+ New Template' button. The 'Need Help?' section provides contact information for support. The 'Broadcasts' section at the bottom shows a table with columns for Scheduled For, Author, Subject, Rcpts, and Content.

Adding Subject and Recipients

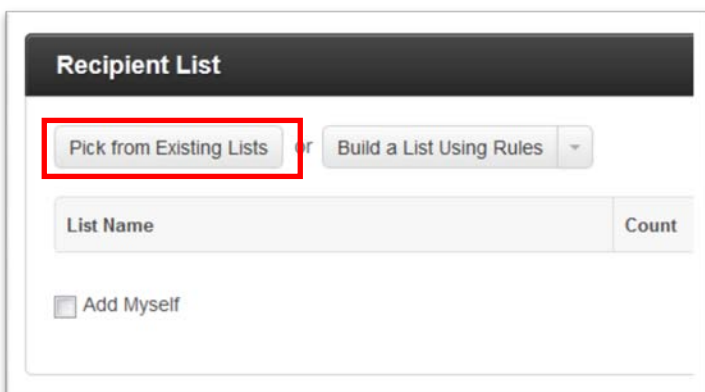
You will be taken to the New Broadcast screen.

1. On the New Broadcast – Subject & Recipients Page, type the *Subject*, or name of your Broadcast. If you are creating a broadcast about an Open House, name your broadcast “Open House.”
2. Next choose the Broadcast type you wish to send. Information calls that are not emergencies fall into the General type.



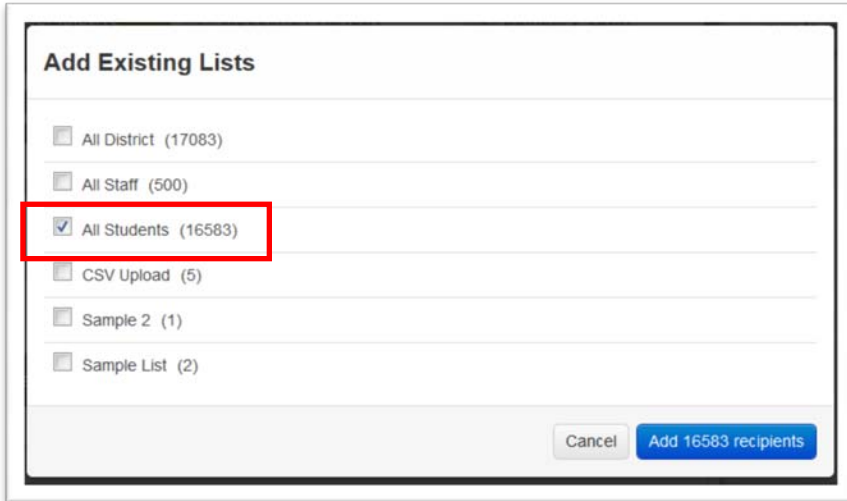
The screenshot shows the 'New Broadcast' interface. At the top, there is a progress bar with three steps: 1. SUBJECT & RECIPIENTS (highlighted in green), 2. MESSAGE CONTENT, and 3. REVIEW & SEND. Below the progress bar is the 'Broadcast Info' section. It contains a 'Subject' field with a green checkmark icon, containing the text 'Open House'. Below the subject field is a hint: 'e.g. "PTA Meeting Reminder"'. There is also a 'Type' dropdown menu with a warning icon, currently set to 'General'. Below the 'Broadcast Info' section is the 'Recipient List' section. It has two buttons: 'Pick from Existing Lists' and 'Build a List Using Rules'. Below these buttons is a table with two columns: 'List Name' and 'Count'. At the bottom of the 'Recipient List' section is a checkbox labeled 'Add Myself'.

3. Next choose the list, or lists of recipients you would like to receive your message. You can choose from existing lists, or you can create a list using rules. We're going to choose an **existing list**.



This is a close-up of the 'Recipient List' section. It shows the two buttons: 'Pick from Existing Lists' and 'Build a List Using Rules'. The 'Pick from Existing Lists' button is highlighted with a red box. Below the buttons is the same table with 'List Name' and 'Count' columns, and the 'Add Myself' checkbox at the bottom.

- You will now see all of your Existing Lists. Click the box next to the list or lists you wish to choose. Notice that there are numbers in parenthesis next to the name of the list. This indicates how many contacts are in that particular list.

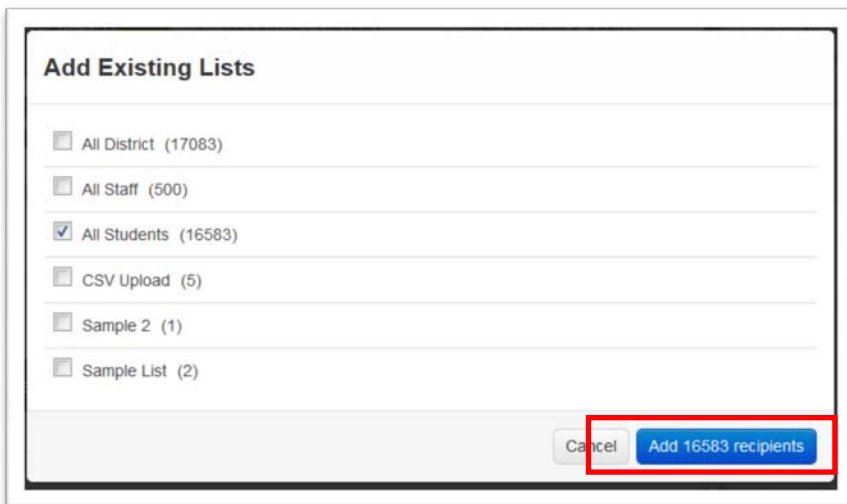


Add Existing Lists

- All District (17083)
- All Staff (500)
- All Students (16583)
- CSV Upload (5)
- Sample 2 (1)
- Sample List (2)

Cancel Add 16583 recipients

- When you are finished choosing your lists, click the *Add Number of Recipients* button.



Add Existing Lists

- All District (17083)
- All Staff (500)
- All Students (16583)
- CSV Upload (5)
- Sample 2 (1)
- Sample List (2)

Cancel Add 16583 recipients

6. It's a good idea to include yourself as one of the recipients of your message. To do this, click *Add Myself*.

Recipient List

Pick from Existing Lists or Build a List Using Rules

List Name	Count
<input checked="" type="checkbox"/> All Students	16583
Total	16583

Add Myself

7. Enter *Phone*, *Email*, and *SMS* you would like to receive the message.

Add Myself

Phone

Email

SMS

8. Click *Continue* to go to the message content page.

Add Myself

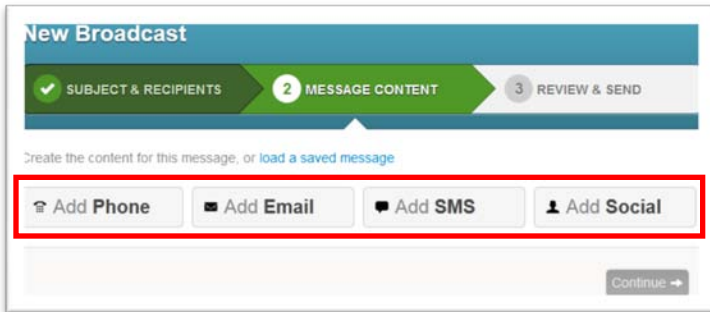
Phone

Email

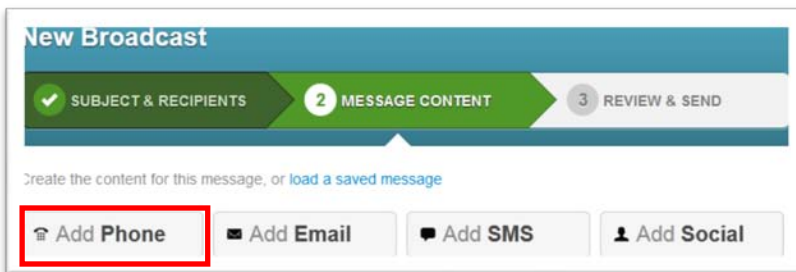
SMS

Add Phone

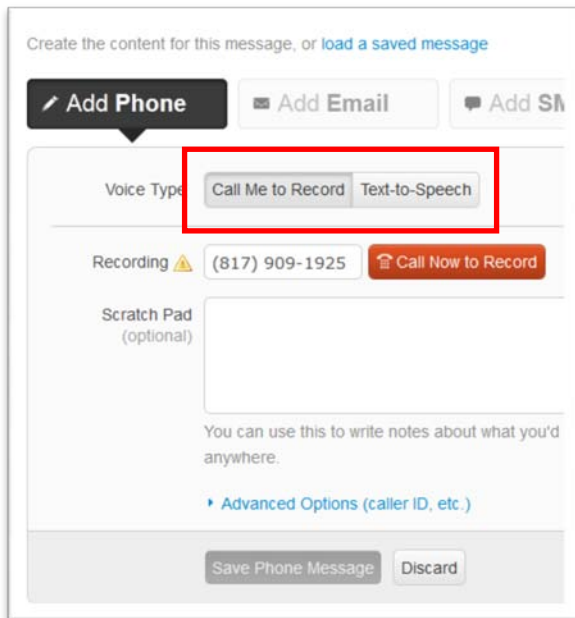
9. Choose which delivery method you want to create – *Phone, Email, SMS, or Social Media*. You can create each type of message in any order.



10. To add a phone message, click *Add Phone*



11. You have two options for recording a phone message:



Create the content for this message, or [load a saved message](#)

Add Phone Add Email Add SM

Voice Type **Call Me to Record** Text-to-Speech

Recording ⚠️ (817) 909-1925 **Call Now to Record**

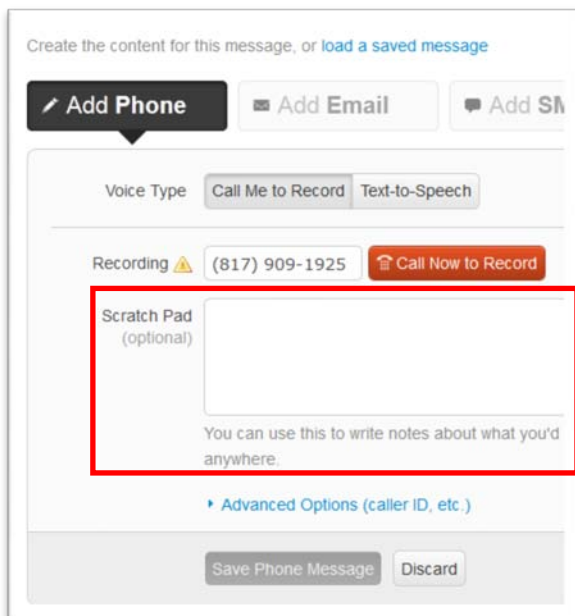
Scratch Pad (optional)

You can use this to write notes about what you'd anywhere.

[Advanced Options \(caller ID, etc.\)](#)

Save Phone Message Discard

- Use *Call Me to Record* to record your message in your own voice
- Scratch Pad** – It's a good idea to type what you want to say in the *Scratch Pad* area so that you can read your message while you record.
- Click *Call Now to Record*. The System will call you on the number you have provided for the recording.
- When the system calls you, follow the prompts to record and save your message.



Create the content for this message, or [load a saved message](#)

Add Phone Add Email Add SM

Voice Type Call Me to Record Text-to-Speech

Recording ⚠️ (817) 909-1925 **Call Now to Record**

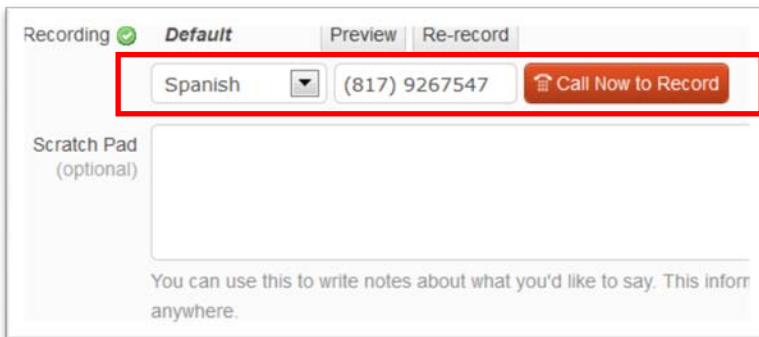
Scratch Pad (optional)

You can use this to write notes about what you'd anywhere.

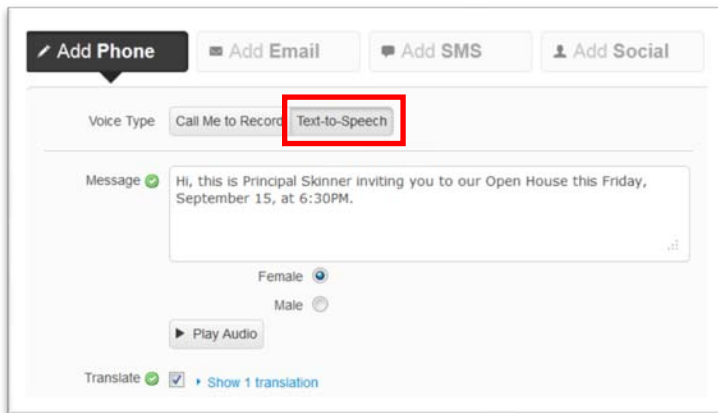
[Advanced Options \(caller ID, etc.\)](#)

Save Phone Message Discard

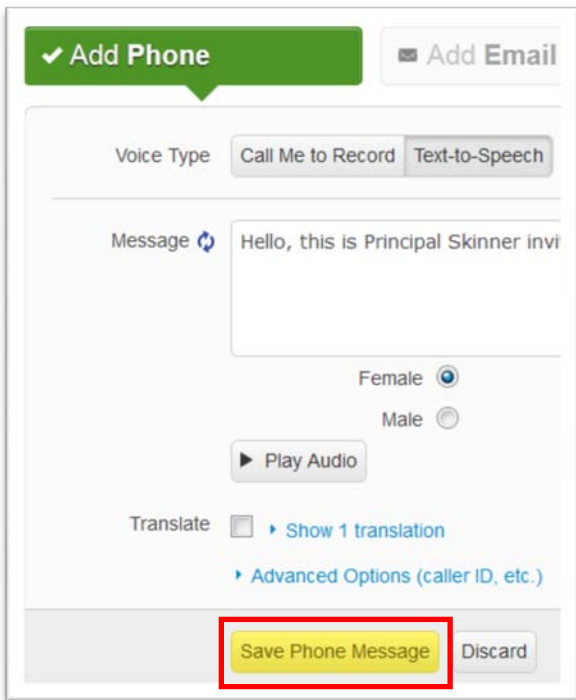
12. Alternate Language - To record an alternate language version of your message, simply select the alternate language to record, and repeat the recording steps.



13. Text to Speech converts your typed text into a digital voice. The phone message text will be automatically converted to a call using text-to-speech.

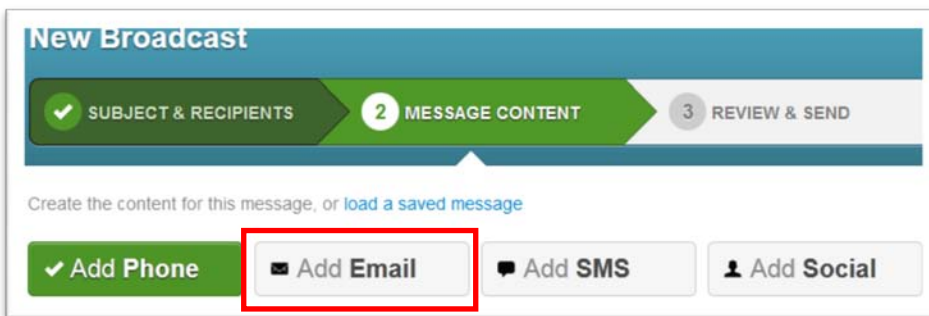


14. Click *Save Phone Message* to save your message.

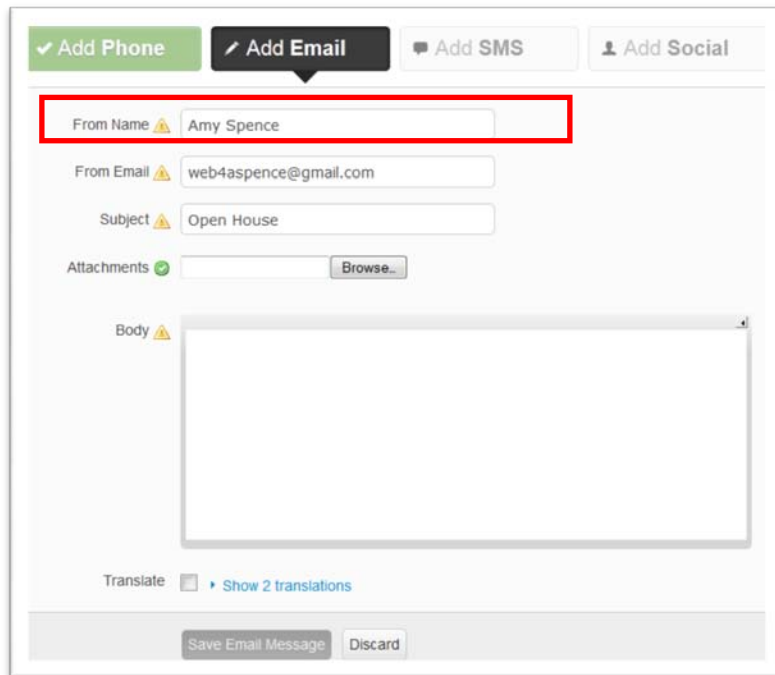


Add Email

15. Click *Add Email*

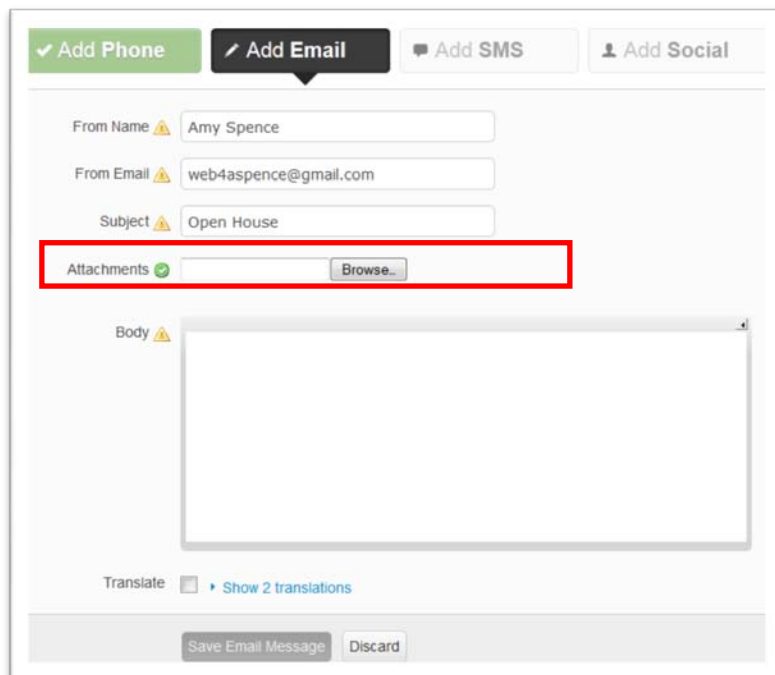


16. Enter the name of the person or organization sending the email.



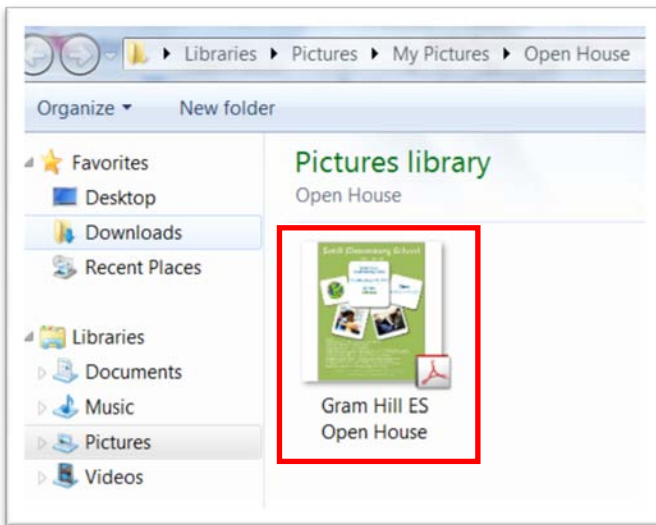
The screenshot shows the 'Add Email' form in the SchoolMessenger interface. At the top, there are four buttons: 'Add Phone' (green), 'Add Email' (black, selected), 'Add SMS' (grey), and 'Add Social' (grey). Below these are four input fields: 'From Name' (containing 'Amy Spence'), 'From Email' (containing 'web4aspence@gmail.com'), 'Subject' (containing 'Open House'), and 'Attachments' (with a 'Browse...' button). The 'From Name' field is highlighted with a red rectangle. Below the input fields is a large text area for the 'Body'. At the bottom, there is a 'Translate' checkbox and a 'Show 2 translations' link. At the very bottom are 'Save Email Message' and 'Discard' buttons.

17. Attachments - add up to three attachments to your email message. Click *Browse* to locate the file you wish to attach.



The screenshot shows the 'Add Email' form in the SchoolMessenger interface, identical to the previous one. The 'Attachments' field, which includes a 'Browse...' button, is highlighted with a red rectangle. The 'From Name' field now contains 'Amy Spence', 'From Email' contains 'web4aspence@gmail.com', and 'Subject' contains 'Open House'. The 'Body' text area is empty. The 'Translate' checkbox and 'Show 2 translations' link are visible at the bottom, along with the 'Save Email Message' and 'Discard' buttons.

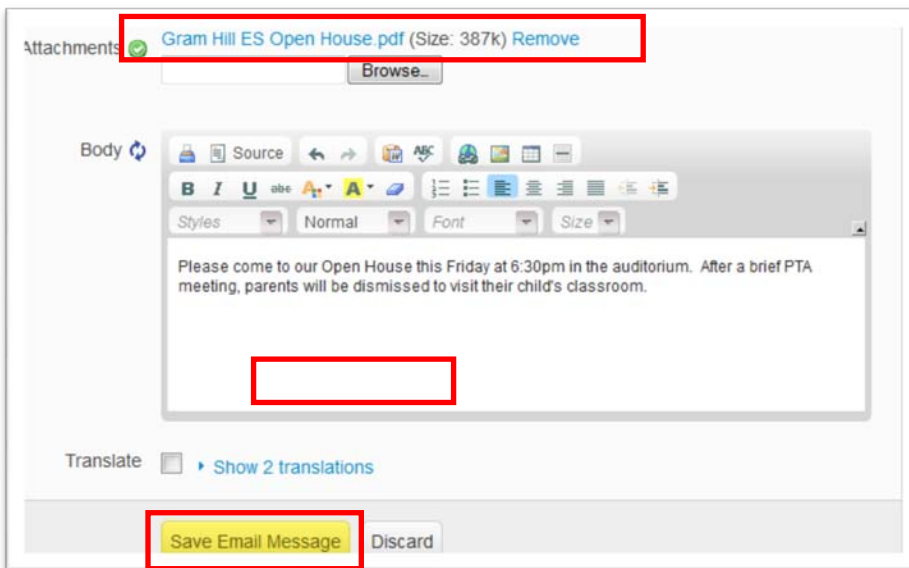
18. Double click on the file to attach it to your email.



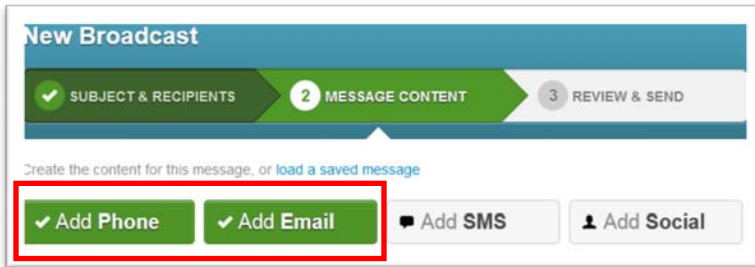
19. Your attachment will be displayed.

20. Add text in the *Body* of your email.

21. When you have finished creating your email, click *Save Email Message*.



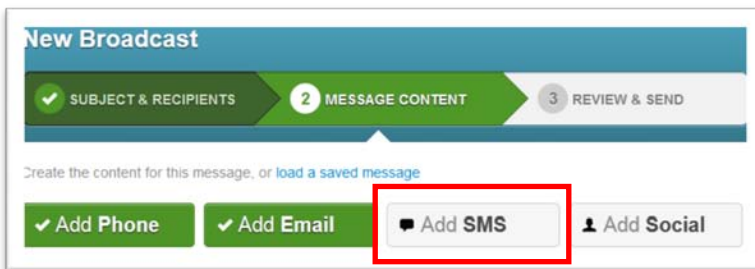
22. Email and Phone messages have been added to the broadcast.



The screenshot shows the 'New Broadcast' interface with three steps: 1. SUBJECT & RECIPIENTS, 2. MESSAGE CONTENT, and 3. REVIEW & SEND. Below the steps, there is a prompt: 'Create the content for this message, or load a saved message'. Four buttons are visible: 'Add Phone' (green), 'Add Email' (green), 'Add SMS' (grey), and 'Add Social' (grey). A red box highlights the 'Add Phone' and 'Add Email' buttons.

Add SMS

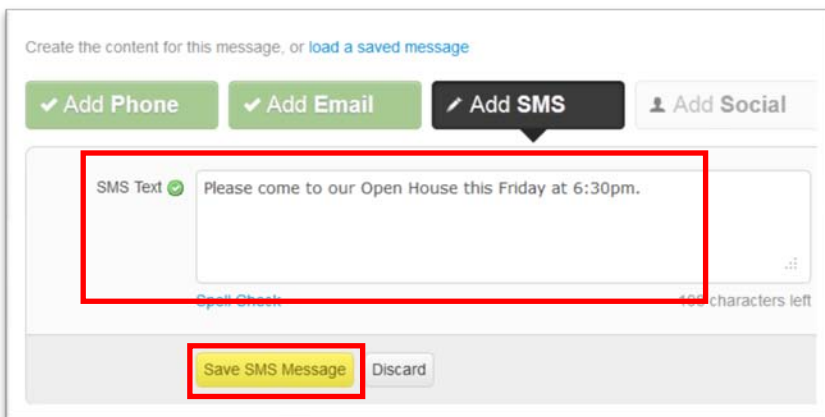
23. Click *Add SMS*.



The screenshot shows the 'New Broadcast' interface with three steps: 1. SUBJECT & RECIPIENTS, 2. MESSAGE CONTENT, and 3. REVIEW & SEND. Below the steps, there is a prompt: 'Create the content for this message, or load a saved message'. Four buttons are visible: 'Add Phone' (green), 'Add Email' (green), 'Add SMS' (grey), and 'Add Social' (grey). A red box highlights the 'Add SMS' button.

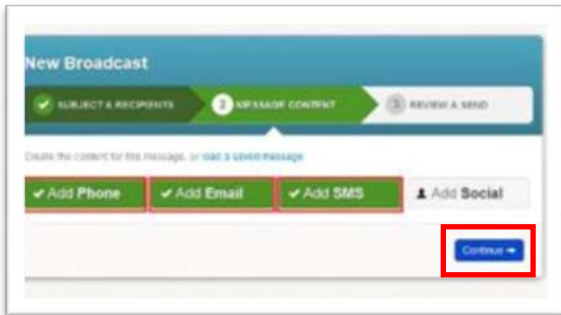
24. Type your *SMS Text* message. An SMS text message can be no longer than 160 characters.

25. After you have reviewed your message, click the Save SMS Message Button



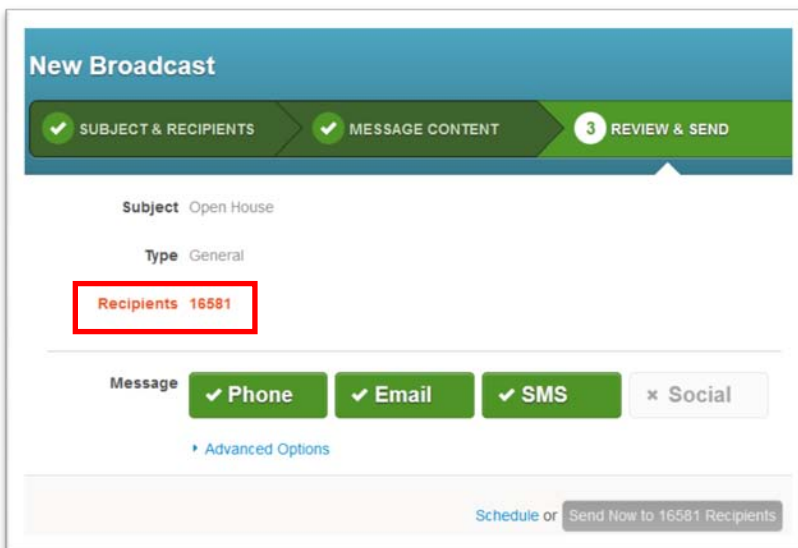
The screenshot shows the 'New Broadcast' interface with three steps: 1. SUBJECT & RECIPIENTS, 2. MESSAGE CONTENT, and 3. REVIEW & SEND. Below the steps, there is a prompt: 'Create the content for this message, or load a saved message'. Four buttons are visible: 'Add Phone' (green), 'Add Email' (green), 'Add SMS' (grey), and 'Add Social' (grey). A red box highlights the 'Add SMS' button. Below the buttons, there is a text input field labeled 'SMS Text' with a green checkmark. The text inside the field is 'Please come to our Open House this Friday at 6:30pm.'. Below the input field, there is a 'Spell Check' link and a character count '160 characters left'. At the bottom, there are two buttons: 'Save SMS Message' (yellow) and 'Discard' (grey). A red box highlights the 'Save SMS Message' button.

26. We have now added SMS, Email, and Phone messages to our Broadcast. Click *Continue* to go to *Review & Send*

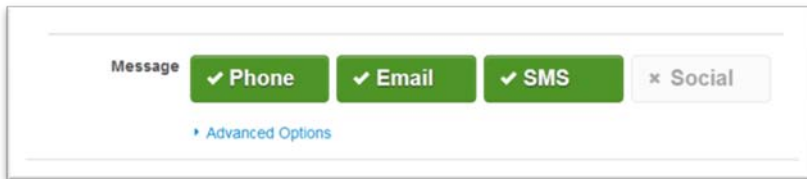


Review and Send

27. Review your Broadcast.
- Subject – Open House
 - Type – General
 - Recipients – 16581 *Note: Always pay close attention to your number of recipients to avoid sending your broadcast to the wrong group of people!*

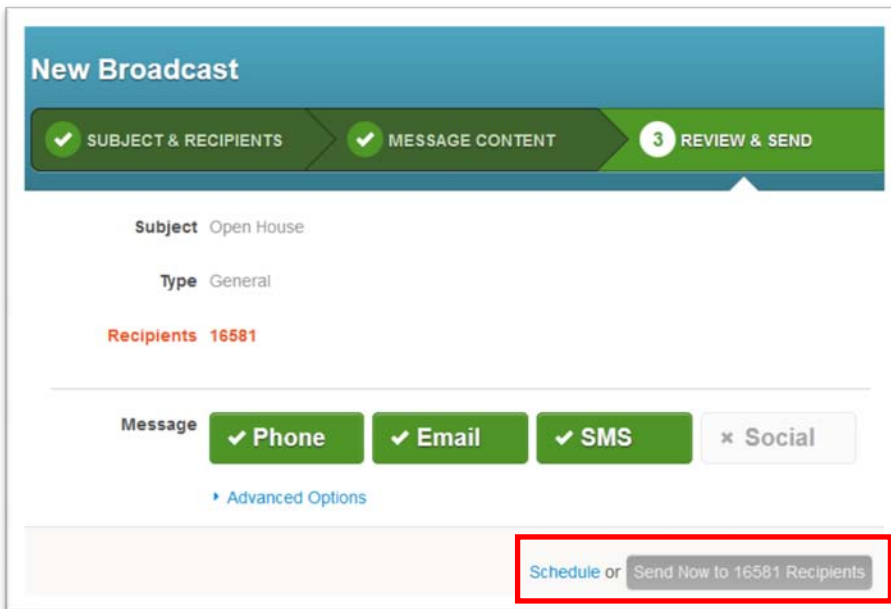


28. You can see that you are sending *Phone*, *Email*, and *SMS* messages.

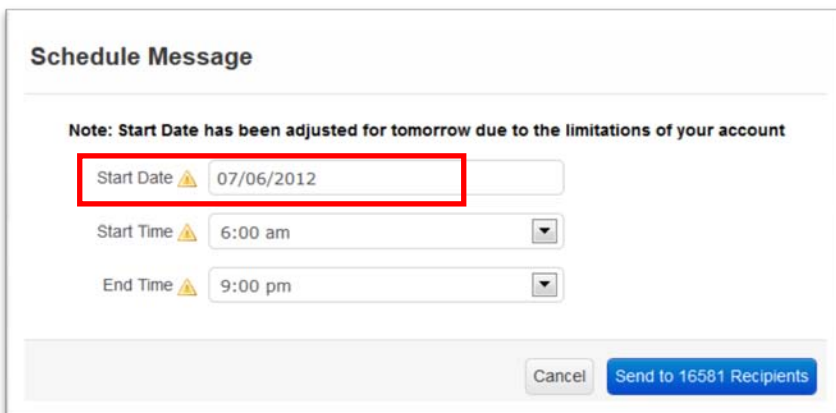


29. Send the Broadcast now by clicking *Send Now to (number of) recipients*.

30. To schedule it for later, click *Schedule*. A new window will open.



31. Click the *Start Date* box.



32. Choose the date you wish to send your Broadcast

Start Date

Start Time

End Time

Cancel

33. Choose *Start Time* by clicking on the *Start Time* drop-down menu and scrolling until you reach your desired time.

34. Repeat the process with *End Time*.

Note: Most General Broadcast Type phone calls should be sent between the hours of 5 or 6pm and 9pm. Sending calls home before 5pm likely would result in children at home intercepting the message.

Start Date

Start Time

End Time

Cancel

35. Schedule the broadcast by clicking *Send to* (number of) *recipients*.

Start Date

Start Time

End Time

Cancel

36. Your scheduled broadcast will now appear in the *On Deck* section of the Broadcasts area on the Dashboard.

The screenshot shows the SchoolMessenger dashboard with the 'Broadcasts' tab selected. At the top, there are navigation tabs for 'Dashboard', 'Broadcasts', 'Reports', 'System', and 'Admin'. Below this is a filter for 'Show activity for' set to 'Me'. The main section is titled 'Activity Summary' and includes a 'Content Mix' pie chart, 'Top Types' list, and 'Top Senders' list. The 'Broadcasts' section is highlighted in a dark header, and below it is the 'On Deck (Sending Soon)' section containing a table of scheduled broadcasts. The first row of the table is highlighted with a red border.

Scheduled For	Author	Subject	Rcpts	Content
Mon 10/1/12	Amy Spence	Open House	16581	
Thu 10/4/12	Amy Spence	Parent Teacher Conference	627	
Mon 8/20/12	Amy Spence	Dress Code	16581	