

Media Relations Parent Notification Process

1. **Contact Media Relations.** It's important to do this as soon as possible. The sooner we know, the sooner we can help you begin the process of notifying parents and responding to media.
2. **Provide information.** Please be sure you have basic information about the incident — who, what, when, where, why.
3. **Request parent notifications.** As we gather information from you, we will discuss parent notifications — specifically, if they are needed and how they will be distributed. We have three primary methods of notification: callout, letter, and text.
 - a. **Callouts** are pre-recorded phone messages sent by the principal, when possible, using the SchoolMessenger system.
 - b. **Letters** can be sent home with students at the end of the school day, distributed through your own campus-based email listserve, or posted on the school website. They should be formatted on your school letterhead and signed by the principal.
 - c. **Text messages** are generally reserved for emergency communications and sent in conjunction with a callout. Parents and students must be signed up for HISD emergency text alerts to receive messages.

If a notification is needed, we will draft the message – or edit a message you provide.

4. **Approve the message.** Once the message is drafted, it will be sent back to you for approval. This message must be approved by the principal (or school support office, chief school officer or other designee) before it can be distributed.
5. **Request translation, if needed.** After the message is approved, we can begin translation, if it is needed.
6. **Distribute notifications.** Once the message is approved and translated, final versions will be sent back to you for distribution. If you are unable to distribute and need help, let us know. We can help record phone messages, send text messages and post letters to your website.
7. **Send copies of final, edited, formatted notifications back to Media Relations.** We keep a copy of all notifications on file should we need to provide a copy to media outlets, administrators or school board members.