



Sevier County School System

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PRESS RELEASE

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Dr. Debra Cline, Media Spokesperson

The Sevier County School System is pleased to announce a new method of communication to parents and other interested parties through text message broadcasts. The Sevier County Board of Education has partnered with a local company, Eric Bennecker & Associates, to offer its Zap411 text messaging system. This system is being sponsored by Citizen's National Bank, making it a cost-free program for the Sevier County School System.

Zap411 will enable the school system to directly send messages to parents on their cell phones once they opt-in using the instructions noted below. This text message system will allow parents and other interested parties to get messages immediately. Zap411 is totally secure and the subscriber's phone number will not be seen by anyone or distributed to other parties. In other words, only official messages will be sent from the Sevier County School System. Solicitations or private individual material will not be sent to you through this process.

Opt-in/Sign-up Process

1. As a parent, or other interested party, using your cell phone, send the text message "zap411 scbe" to the number 368638. You will then be instructed on how to opt into the system. You must have a text messaging package on your cell phone to participate and using the system will count as a message received within your cell phone plan once you have signed up.
2. If you ever wish to unsubscribe simply reply "stop" to any message.

This new method of communication should be of great assistance in keeping everyone informed of county-wide notices. The types of messages you will receive may include the following: school closing notices, early dismissals, notices of holidays, etc. However, Zap411 will not change the notification process already in place through ParentLink that sends a voice message to the primary phone number of each student's parent or guardian in the case of an emergency notice.

Once implemented at the system level, this pilot program will be considered for expanded implementation at the school level to inform subscribers about local school events such as notices of parent teacher conferences, sporting events, field day notices, etc. Dr. Jack A. Parton, Director of Schools, states, "I am extremely pleased about this program and ask parents and other

interested parties to consider whether you and your family want to participate. I want to extend my appreciation to Citizen's National Bank as well as Eric Bennecker & Associates for partnering with the Sevier County School System to make this service available.

Eric Bennecker of Eric Bennecker & Associates adds, "It is my hope that all schools will adopt this form of quick communication. This text system will streamline the communication process between principals and parents."

"We are excited to sponsor this new communication tool for the school system," states David C. Verble, President and CEO of Citizens National Bank. "Just like the school system, CNB embraces technology and the opportunities it provides. Being able to sponsor this program and provide it to the school system free of charge is just one of the ways that CNB continues to support the communities we serve."

Questions about how to subscribe/opt-in to the text messaging system should be referred to Eric Bennecker @ Associates at 865-774-2024.