



FlashAlert Newswire

Spread the Word in a *FLASH* to the News Media

From any Internet device, post your information once online and it is distributed quickly, accurately and digitally to the media, and if you choose, your parents and staff.

- **Emergency Communications**
 - See actions neighboring districts are taking, and view a real-time list of the latest schedule changes.
 - **Update the media:** Your messages are sent to the news media as:
 1. a constantly refreshing Web page they monitor,
 2. e-mails
 3. files that automatically posts info to media websites and TV screen “tickers.”
 - **Save time:** Your message appears on a Web page specific to your district that you can link to and avoid having to update your district website at 5 a.m. This page has a link to your district’s closure policy so your publics can get additional information about how to respond to your messages.
 - **Thumper:** When posting an emergency message, you will see a screen listing your local TV stations. The new Thumper tool serves as an alert system that after 45 minutes of your posting if you have not yet seen your message on a particular station, you may checkbox that station in FlashAlert and a reminder “thump” will be emailed to them saving you the follow-up phone calls.
 - **Twitter feed.** If your district has a Twitter account, your emergency postings on FlashAlert can be automatically sent to your account and its followers.
- **News releases**
 - FlashNews also handles non-urgent news releases. You choose the cities/areas you wish to reach and submit your information and even photos, PDFs, etc.
- **Customization**
 - You may customize your account by adding people (board members, business vendors, etc.) besides the news media to whom you want your messages or news releases sent.
- **Sports Scores**
 - Through FlashSports.net, report your sports scores to the media from any smart phone with a few easy steps.

Pricing

- FlashAlert Newswire is the most affordable way to relay your emergency messages to area media and provide news via text messages.

ADA	Annually
1-199	\$250
200-499	\$325
500-999	\$400
1,000-2,999	\$475
3,000+	\$550

Try it Today – Sign up at **FlashAlert.net** or call your field service agent at 254.297.1104 or ESC Region 12 communications office at 254.297.1255.