MON 4/2/18 MIN MAG: SCHOOL TEXT TIPS

FOR MINUTE MAGAZINE, I'M EZRA MARCUS.
SUGARLOAF ENTREPRENEUR, SOFT-WARE
DEVELOPER, AND PARENT SHAWN VERNE
HAS DESIGNED A NEW SAFETY PROGRAM
CALLED "SCHOOL TEXT TIPS".
THE SYSTEM ALLOWS STUDENTS TO
REPORT CONCERNS ANONYMOUSLY
TO SCHOOL ADMINISTRATORS WITH
A SIMPLE TEXT MESSAGE.
TIPS CAN BE RELATED TO ANYTHING
FROM BULLYING AND SIGNS OF SUICIDAL
TENDENCIES...
TO LARGER THREATS OF ON-CAMPUS VIOLENCE.
KEY WEST COLLEGIATE ACADEMY LAST
MONTH BECAME THE FIRST SCHOOL IN
THE COUNTRY TO IMPLEMENT THE SYSTEM.
VERNE SAYS IT'S A SIMPLE, INTUITIVE
PROGRAM...

CART #70052
[:18] THEY WERE VERY FAMILIAR WITH IT

VERNE SAYS HE FIRST STARETD DESIGNING
SCHOOL "TEXT TIPS" 6 YEARS AGO...
AFTER THE SHOOTING MASSACRE AT SANDY
HOOK ELEMENTARY SCHOOL IN CONNECTICUT.
FOR MINUTE MAGAZINE, I'M EZRA MARCUS
ON THE US-1 RADIO NEWS NETWORK.