

Amber Alert

New Mexico Broadcasters Association

Revision G April 3, 2007

Amber Alert in New Mexico is a cooperative endeavor between New Mexico Broadcasters and New Mexico Law Enforcement Officials designed to:

1. Discourage child abductions, and
2. Alert the listening and viewing public that a non-familial child abduction has occurred within minutes of the event. If it is learned instantaneously, and sufficient information (auto description, license plate, etc) is included, the general public may see the abductor and report his/her whereabouts to Law Enforcement Officials thus leading to the safe return of the abducted child to the family.

Amber Alert will report information about abducted children who are no older than 17 years of age. Law Enforcement Officials must have no doubt that the child is in immediate danger of serious bodily harm or death.

Participation in this program is entirely voluntary and at the discretion of each broadcast station licensee and Law Enforcement Office.

It is anticipated that requests for non-familial child-abduction **Amber Alerts** will take place two or three times per year at the most. It is truly hoped that the system will never be used in New Mexico. It is, however, in our interest to be prepared to move forward quickly to immediately publicize non-familial child abductions should one occur – and to issue an “**Amber Alert**”

Amber Alert Operations

All New Mexico **Amber Alert** broadcasts will be initiated through 770 KKOB (AM) in Albuquerque through the Emergency Alert System. Participating stations are urged to refer the State of New Mexico Emergency Alert System State EAS Plan. This document on Amber Alert broadcasts and the New Mexico EAS Plan are both available on the web site for the New Mexico chapter of the Society of Broadcast Engineers at www.sbe34.org under NM EAS Information.

Should a non-familial child abduction occur that falls within the qualifying factors outlined above, the appropriate Law Enforcement Office will notify KKOB-AM radio requesting a broadcast of **Amber Alert** abduction information via the New Mexico Emergency Alert System. A statement from the Law Enforcement Office 30 seconds or less in length will be recorded by KKOB-AM for the EAS notification. The list of Law Enforcement Officials who may request an EAS notification is highly restricted. Positive identification of any Law Enforcement Official requesting an activation or alert is required at the time of the activation request.

Law Enforcement agencies wishing to participate directly in the **Amber Alert** program are urged to contact the New Mexico Broadcasters Association for further **Amber Alert** plan information. All broadcasters, radio, TV, LPFM and cable TV, are encouraged to participate in this program.

In communities where participation arrangements between the New Mexico Broadcasters Association and Law Enforcement do not exist, the New Mexico State Place will be the agency designated to contact the media to request issuance of an **Amber Alert**.

Upon receipt of an activation request, KKOB-AM will ask the calling Law Enforcement Official for his/her name and the last four digits of his/her social security number or the code number furnished by the Law Enforcement Bureau. Only if the name and social security number/code number matches names and numbers at KKOB-AM will the request be accepted.

KKOB-AM will broadcast the EAS Alert as a "CAE" event – a Child Abduction Emergency for the entire state of New Mexico. Stations monitoring KKOB-AM will automatically receive this message. Participating stations will automatically re-broadcast this message over their facilities.

Since an abductor can quickly travel many miles in New Mexico, alerts will be valid for all New Mexico counties. Like an electronic web covering the state, participating stations monitoring KKOB-AM via the EAS New Mexico Monitoring Assignments Plan will hear and broadcast the message insuring that radio listeners and TV viewers throughout New Mexico will hear Amber Alerts.

Given the large Hispanic and Spanish speaking population within New Mexico, it is hoped that a New Mexico Spanish language station or stations will come forward to serve as an **Amber Alert** entry point into the Spanish language stations' listening audience. As of this date no station has stepped forward.

Clearly, it is radio listeners who are most likely to see an abductor's automobile and/or recognize a license plate on a car traveling away from the scene of the abduction. However, participation by television stations and cable TV systems is highly encouraged as a sufficient description of the abductor and the abductor's vehicle may prompt a TV viewer to call the appropriate Law Enforcement Office with knowledge and information about the abductor.

Complete information will also be provided to area newspapers so that Law Enforcement Offices can receive as much information as possible quickly from the widest number of potential sources.

Amber Alert program participating broadcast stations can easily program their EAS equipment to recognize and respond to the Alert-Type "CAE" with either automatic or manual "forwarding" of the **Amber Alert**.

During 2002 the Federal Communications Commission released a number of new EAS system Alert-Type Codes, including a new specific Amber Alert code-CAE for Child Abduction Emergency. Incorporation of the new specific Amber Alert code into existing equipment is under way by New Mexico broadcasters. Accordingly, **Amber Alerts in New Mexico** will be issued as an **EAS Alert-Type "CAE"**. Stations that have **not** upgraded their equipment to receive the new code are urged to do so as quickly as possible.

Background

Amber Alert is a partnership between Law Enforcement and local media designed to assist Law Enforcement, parents, and local communities in quickly responding to a **non-familial** child abduction.

Since its original 1996 implementation in Texas and the nationwide coordination established in 2002, **Amber Alert** has been directly credited with saving hundreds of children nationwide. **Amber Alert** greatly expedites the recovery of child victims of non-familial abductions. The faster the child can be recovered the greater the likelihood of the child's survival. Many non-familial child abductions result in the death of the child.

Nationwide, the Department of Justice estimates there are up to 4600 nonfamilial abductions each year, about 12 per day. Prompt action is critical. One study of 621 non-familial abductions ending in murder showed that 44 percent of the children were killed within the first hour. By the third hour, it was 74 percent. Within 24 hours, 91 percent of the child victims of nonfamilial abductions were dead.

New Mexico Broadcasters would like to thank Representative Heather Wilson for sponsoring Amber Alert legislation in the US Congress and spearheading the work to bring the Amber Alert program to the State of New Mexico.

Please address inquiries about New Mexico's **Amber Alert** program to:
Paula Maes, Executive Director, New Mexico Broadcasters Association,
2333 Wisconsin NE, Albuquerque, NM, 87110 or telephone (505) 881-4444.

Additional information on the nationwide **Amber Alert** program is available from Enrique Knell, Press Secretary to Heather Wilson, 625 Silver Ave SW Suite 340, Albuquerque, NM 87102 or telephone (505) 346-6781.

Requests for EAS participation information can be addressed to either of the following people:

Mike Snyder, Radio Co-Chair, New Mexico Emergency Alert System
Citadel Broadcasting-ABQ, 500 4th Street NW, Albuquerque, NM 87102
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