



**AMBER Alert**  
(.com)

# About the AMBER Alert System

## History: AMBER Alerts

The AMBER Alert system was created in 1996 following the brutal kidnapping and murder of 9-year old Amber Hagerman in Arlington, Texas. The tragedy spurred Amber's family and community to begin working with radio stations in Dallas to broadcast special alerts in the event of a kidnapping to help prevent similar tragedies in the future.

Inspired by this effort, the Dallas/Fort Worth Association of Radio Managers teamed up with local law-enforcement agencies in northern Texas to develop a wider alert system to quickly locate and rescue kidnapped children. Today, AMBER Alert plans and systems are deployed in all 50 states and have assisted in the rescue of more than 200 children.

Despite the success of the original AMBER Alert programs, several obstacles remain to creating a seamless and fail-safe system to protect children nationwide. Among the challenges:

- Almost 75% of abducted children are killed within the first three hours of being taken (U.S. Dept. of Justice)
- Most AMBER Alert systems are limited to the Emergency Alert System (EAS), which only distributes alerts to radio and television outlets.
- Typically, AMBER Alerts have only been broadcast to a relatively small audience via TV and radio stations and electronic highway signs
- Current systems often distribute alerts broadly, sending messages to members of the public who are not in range of a kidnapped child, leading to "message fatigue"

## The Answer: AMBER Alert Portal

The latest evolution for the AMBER Alert system is the national, seamless network for AMBER Alerts known as the AMBER Alert Portal ([www.amberalert.com](http://www.amberalert.com)).

The AMBER Alert Portal has revolutionized the way police issue AMBER Alerts, reducing the time required to issue an alert by up to 90% and greatly increasing the likelihood that children will be recovered quickly and safely. The Portal allows law enforcement to directly activate and update AMBER Alerts. These alerts include detailed descriptions of the child, suspect and vehicle as well as photos. The alerts are then communicated within minutes to this expanded channel of distribution:

<b>Expanded Channels</b>	<b>Expanded Partners</b>
<ul style="list-style-type: none"><li>• Cell phones</li><li>• Pagers</li><li>• Email</li><li>• Facsimile (Fax)</li><li>• Wireless devices</li><li>• Desktop computer alerts</li><li>• Public Transportation (highway signs)</li><li>• TV, radio, newspapers (including websites)</li><li>• Government websites</li><li>• Lotteries, Casinos</li></ul>	<ul style="list-style-type: none"><li>• Law Enforcement Agencies</li><li>• Departments of Transportation</li><li>• Departments of Correction</li><li>• Border agencies</li><li>• Transit Authorities</li><li>• Emergency Managers</li><li>• Public Transportation Authorities</li><li>• State CIO's</li><li>• Department Of Homeland Security</li><li>• Other Federal/State/Local agencies</li><li>• Other Alerting Partners</li></ul>

Once the information is entered by the law enforcement officer, the AMBER Alert Portal calculates how far a kidnapper may have traveled in a certain period of time using a computer-based geo-spatial technology. Specifically, the system pinpoints the location of the abduction

and then locates all possible routes of travel (e.g. freeway, surface roads) and calculates how far the abductor could travel in the elapsed time since the abduction. Based on this data, the AMBER Alert is distributed to interested individuals and organizations within that geographic area.

### **The Consortium: AMBER Alert Portal Consortium**

The AMBER Alert Portal is led by the AMBER Alert Portal Consortium, a private/public partnership developed and led by state governments, the law enforcement community, broadcasters, corporate citizens and non-governmental organizations. This national public/private partnership allows state governments to leverage the newest and best in technology to save children's lives at no cost to taxpayers.

### **The Organization: AMBERAlert.com**

AMBERAlert.com developed and continues to operate the most advanced AMBER Alert technology platform in the nation, the AMBER Alert Portal.

In addition, AMBERAlert.com, in conjunction with its partners, serves as the central resource for individuals and organizations who wish to immediately access important AMBER Alert information designed to save children's lives.

### **Proven Success**

The AMBER Alert Portal provides a proven, real-world public/private partnership model for a rapid-response, nation-wide alert system, supported by government and private sector, that delivers real-time data input and communication of critical information about a child's abduction to appropriate authorities and individuals based on their specified geography and interests.

**For more information, visit [www.amberalert.com](http://www.amberalert.com) or call: 480-889-2646.**

# Frequently Asked Questions

## When is an AMBER Alert activated?

Each AMBER Alert program has established their own AMBER Plan guidelines; however, the National Center for Missing & Exploited Children suggests three criteria that should be met before an Alert is activated.

1. Law enforcement confirms a child has been abducted
2. Law enforcement believes the circumstances surrounding the abduction indicate that the child is in danger of serious bodily harm or death
3. There is enough descriptive information about the child, abductor, and/or suspects vehicle to believe an immediate broadcast alert will help

Age criteria vary from plan to plan. Most plans currently in effect consider activation for a child under the age of eighteen. All plans are limited to abducted children and, therefore, exclude children believed to be the subjects of parental abductions, runaways or children barred from the home by their parents.

## What is the activation process?

Once law enforcement has been notified about an abducted child, they must first determine if the case meets their jurisdiction's AMBER Plan criteria. If the criteria are met, alert information is entered into the Portal by the appropriate law enforcement agency and the AMBER Alert is then distributed to other law enforcement, government agencies, broadcasters, other alerting partners and the public via cell phones, email, pagers, other wireless devices, fax and desktop computers. The alert can also be updated or cancelled by law enforcement as new information becomes available.

## What should citizens do if they see an AMBER Alert?

- If a person hasn't already, sign up to receive AMBER Alerts on their cell, email or other wireless devices at [www.amberalert.com](http://www.amberalert.com)
- Be observant – citizens are the additional “eyes and ears” law enforcement needs to help successfully recover a kidnapped child
- Take no action yourself
- Call 911 immediately and update law enforcement if you have information

## How often are broadcasts made?

While you can receive an AMBER Alert or update to an original alert from the Portal whenever they are inputted by law enforcement, broadcasts may vary according to the guidelines of the different plans throughout the country. Each incident is unique and the dynamics of a case can change rapidly.

## **Spokesperson Biography: Chris Warner, Founding Partner**

### **Chris Warner, Founder & Chief Executive Officer**

*AMBERAlert.com*

Chris Warner, CEO of AMBERAlert.com web portal and Founding Partner of the AMBER Alert Portal and the AMBER Alert Portal Consortium, provides the visionary leadership that drives the ongoing development and expansion of the nationwide system, AMBERAlert.com.

The parent organization, Engaging and Empowering Citizenship (E2C), of which Mr. Warner is Founder and Chief Cat Herder, encompasses a number of public/private partnerships aimed at boosting public safety, helping the environment and improving quality of life.

E2C founded Earth 911 ([www.earth911.com](http://www.earth911.com)), an organization that integrates environmental information and resources from thousands of public agencies and non-governmental organizations in the U.S. and Canada into one public service network. Citizens can access vital information on their local environment, including water quality and hazardous waste, through the Earth911.com portal.

A sister program, called Pets 911 ([www.pets911.com](http://www.pets911.com)), is the nation's "call-to-action" for pets. The Pets 911 mission is to protect homeless animals and eliminate the euthanizing of five million healthy, adoptable pets annually by consolidating the over 9,500 animal welfare groups' information into a single online resource at Pets911.com.

Recreation 411 ([www.recreation411.org](http://www.recreation411.org)) is a public/private partnership with the California Travel and Tourism Commission and is charged with giving outdoor enthusiasts from around the world a single point of information for outdoor recreation activities in the state.

Mr. Warner has received dozens of awards and accolades for his 20 years of service in the public interest, including presidential recognition for leadership, innovation, and environmental protection; and the Stockholm Challenge Award, widely recognized as the Nobel Prize for Information Technology.

Beyond Mr. Warner's direction of E2C's efforts, he has worked with dozens of public organizations, including the Arizona Cat Assistance Team, the Phoenix Arts Coalition, Arizona Recycling Coalition, Phoenix Clean and Beautiful, the Black Theatre Troupe, Big Brothers/Big Sisters, and Residential Utility Consumer Organization.

Mr. Warner holds a Bachelor of Science degree in business from Arizona State University.

## Kentucky AMBER Alert: 12-2-2005

[www.kentuckyamberalert.com](http://www.kentuckyamberalert.com)

### Incident Information:

Missing from 642 Graybruck Dr., Danville KY, Last seen on Friday, December 2nd at 8:00AM  
Incident Summary: Child picked up at parent's home appx. 8:00 a.m. by babysitter. Unknown direction of travel.

### Victim Information:

#### Victim 1

Sophia Grace Arnold, White Female, 3 Yrs Old, 3 ft. 00 in. tall, 33lbs., Light Brown hair, Brown eyes.

#### Additional information:

Clothing description: Blue knit pants with words across rear, yellow short sleeve t-shirt with picture of dreaming dog saying "I Want Candy", White knit jacket with people holding hands, and white shoes

### Suspect Information:

Suspect Mitch Bailey has been removed from this alert.

#### Suspect 2

Tammy Clark White Female 45 yrs old, 5 feet 03 inches tall, 128 lbs., Brown hair, Brown eyes.

### Vehicle Information:

#### Vehicle 1

Beige 1997 Pontiac Sunfire KY Plate number: 134-JDT. Description:

### Contact Information:

Anyone with information is asked to call 911 immediately. You can also call the Danville Police Dept at 859-238-1220 or toll free at 1-877-AMBER-17 or visit [www.kentuckyamberalert.com](http://www.kentuckyamberalert.com)

### Recommended Text Page Message for Internal Broadcast:

New AMBER Alert! Location: Danville KY Vehicle: Beige 1997 Pontiac Sunfire KY 134-JDT.  
More info: [www.amberalert.com](http://www.amberalert.com) or listen to radio.

### Recommended Voice Message:

Danville Police Dept is looking for Sophia Grace Arnold.

The event occurred at 642 Graybruck Dr., Danville KY on Friday, December 2nd at 8:00AM.  
Child picked up at parent's home appx. 8:00 a.m. by babysitter. Unknown direction of travel.

Victim 1, Sophia Grace Arnold is described as being a 3 year old White female, Light Brown hair, Brown eyes, 3'00". 33lbs Wearing: Blue knit pants with words across rear, yellow short sleeve t-shirt with picture of dreaming dog saying "I Want Candy", White knit jacket with people holding hands, and white shoes.

Suspect 2, Tammy Clark. is described as being a 45 year old female, White with Brown hair, and Brown eyes, Weighing (Approx.): 128lbs. No description available.

Vehicle 1, Beige 1997 Pontiac Sunfire Ky license plate. Plate number 134-JDT.

If you have any information on this incident, please call 911 or contact the Danville Police Dept at 859-238-1220. To download Photo(s) of Victim, and (If Available) Suspect, or Vehicle go to <http://www.kentuckyamberalert.com/>

## Testimonials

***“Technology that helps protect our children and makes Arizona a safer place to call home is a great advance in information technology.”***

-Janet Napolitano, Governor of the State of Arizona

***“I want to congratulate you on the rapid progress of the AMBER Alert Public/Private network and you long term vision of building it into a an All-Alert network...we would like to explore how we could partner to expedite our mutual visions.”***

-Rosita Parks, CIO – FEMA

***“I am strongly supportive of the consortium’s goal of building a fully interoperable 50-state network for AMBER Alerts...I believe the network could serve as the cornerstone for a national all-warning network.”***

-J.D. Hayworth, U.S. Congressman

***“The Portal’s value is its ability to immediately pass on key information about an abducted child over a wide area with minimal effort, and to mobilize communities to help save children. The pilot test demonstrated that broadcasters, law enforcement and the public would use the Portal as a single source for detailed information, photos and current updates. This Portal could be the future of all alerts across the nation.”***

-Ronal Serpas, Chief – Washington State Petrol

***“We are eager to link the power of our mediums to not only save pets (and children) but also improve the quality of life of our community. Clear Channel’s extensive promotion will provide citizens up to date content (on these issues)...we are simply thrilled to work with you on this important project.”***

-Donna Baker, Clear Channel

***“Time is of the essence when a child is abducted,” Kempthorne said. “The AMBER Alert web portal allows the Idaho State Police to instantly engage dozens of agencies and organizations, as well as the general public, giving us an edge that will help close the net on abductors – potentially saving young children from a horrible fates. I look forward to the day when all 50 states are part of this ground-breaking effort.”***

-Idaho Governor Dirk Kempthorne

***“We’re very excited that the Web Portal worked just as it was intended to. Tremendous amounts of work have gone into the development of this portal and from the broadcaster’s side all of that effort proved more than worth it with today’s results. Once everyone is fully engaged in this unprecedented effort we will send a strong message that if you are even thinking of abducting a child within a matter of minutes we will all be looking for you.”***

-Mark Allen, CEO, Washington State Broadcasters Assoc.

## Media Contact

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