



ARIZONA AMBER ALERT

America's **M**issing **B**roadcast **E**mergency **R**esponse

www.azamberalert.org

AMBER HISTORY:

On January 13, 1996 Amber Hagerman was riding her bicycle near her home in Arlington, TX. A neighbor heard the girl scream and saw a man pull Amber into his truck and drive away. Local radio & TV stations covered the story on their regular newscast as the police & FBI searched for Amber. Four days later Amber's body was found. Her kidnapping and murder remain unsolved today.

A concerned citizen contacted a Dallas radio station, managed by JD Freeman, suggesting that stations should repeat news bulletins about abducted children like they do severe weather warnings. The Dallas/Fort Worth Association of Radio Managers agreed that such a program would provide an important public service and save the life of a child. Thus, the first AMBER plan was started in July 1997 to help safely recover abducted children whose lives police believed were in imminent danger.

AZ AMBER HISTORY:

The Arizona AMBER Alert plan began with an organized meeting of broadcasters and law enforcement in January 2001. A 15-member task force was named with Art Brooks, ABA President & CEO, as Chairman, and it was decided to title the statewide plan, Arizona Child Abduction Alert System. In September 2002 Arizona Governor, Jane Hull, held a press conference to formally announce activation of this unique partnership between Arizona Broadcasters, Law Enforcement, Arizona Department of Transportation and the Arizona Lottery.

Shortly after the first activation in November 2002, the Oversight Committee decided to rename the plan as Arizona AMBER Alert, **A**merica's **M**issing: **B**roadcast **E**mergency **R**esponse. Currently, the Arizona Broadcasters Association is only one of two state broadcasters' associations in the country to have the President & CEO as state AMBER Alert Coordinator.

The AZ AMBER Alert Plan uses the EAS (Emergency Alert System), as the primary activation, through all radio and TV facilities in the state for notices and information. The Arizona Department of Public Safety is the hub and clearing house for all AMBER Alert activations from law enforcement agencies. A secondary web technology, created by AlertSense, was developed to assist with text and e-mail notices for broader coverage. To date, there have been 92 successful activations since the inception of the plan, with the safe recovery of 91 children with one unsolved case.

AZ AMBER Alert Partners:



About the ABA:

The Arizona Broadcasters Association, founded in 1952, is a 501 (c)6 non-profit trade association serving all free over-the-air radio and television stations in the state. The ABA's mission is to serve, educate and advocate for its members as well as the general public. The ABA supports the AZ AMBER Alert program, broadcast scholarship funds at ASU, NAU & UofA, the Summer High School Broadcast Institute at ASU and the Andy Harvey Native American High School Workshop at NAU. For more information on the ABA, visit www.azbroadcasters.org