

*PLEASE POST IN NEWSROOM/CONTROL ROOM
FOR EASY REFERENCE BY ALL RELEVANT STAFF*

SOUTH CAROLINA
AMBER ALERT

A Partnership of Broadcasting and Law Enforcement

**UPON RECEIPT OF AN OFFICIAL
AMBER ALERT FROM SLED –**

**BROADCASTERS SHOULD
IMMEDIATELY BEGIN AMBER
ALERT PROTOCOL AS DETAILED
IN STATION OPERATIONAL
MANUAL PROVIDED HEREIN**

Included:

AMBER Alert Cover Poster
SC AMBER Alert Program Overview
AMBER Alert Contact Sheet
Station Operational Manual
Official AMBER Password List (Sealed Envelope)

For any questions regarding participation in the SC AMBER Alert program, call SCBA at 803-732-1186.

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OVERVIEW

PURPOSE OF THE SC AMBER ALERT

The South Carolina AMBER Alert is a partnership of law enforcement and broadcasting to alert the public in cases of child abduction. Citizens will be provided information about the abduction so they can aid law enforcement in locating the child.

WHO ACTIVATES THE AMBER ALERT?

Upon notification by a police department or sheriff's department, the South Carolina Law Enforcement Division is the only entity that can activate the SC AMBER Alert.

ACTIVATION CRITERIA

An AMBER Alert will be activated only when the following criteria are met.

- The law enforcement agency believes that the child has been abducted (taken from their environment unlawfully, without authority of law, and without permission from the child's parent or legal guardian).
- The child is 17 years old or younger, and the law enforcement agency believes the child is in immediate danger of serious bodily harm or death.
- The individual is 18 years old or older, and is believed to be at risk for immediate danger of serious bodily harm or death due to a proven physical or mental disability.
- All other possibilities for the victim's disappearance have been reasonably excluded.
- There is sufficient information available to disseminate to the public that could assist in locating the victim, suspect, or vehicle used in the abduction.

HOW DOES THE PROGRAM WORK?

- Local law enforcement agency determines that a case meets the criteria for AMBER activation
- Local law enforcement agency notifies SLED
- SLED distributes AMBER Alert to broadcast stations via email and the EAS system. Stations immediately air the AMBER Alert message, and continue to air the message at 15 minute intervals for the next three hours, or until the alert is cancelled.
- SLED will distribute AMBER Alert to all South Carolina law enforcement agencies
- SLED will distribute AMBER Alert to SC DOT for activation of traffic advisory signs
- Via broadcast messages and highway signs, citizens will be advised to call 911 if they have information regarding the abduction.

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HOW CAN I GET MORE INFORMATION ABOUT THE SC AMBER ALERT PROGRAM?

For information regarding the **law enforcement aspects** of the SC AMBER Alert program, contact:

Patti Ruff, SC State AMBER Alert Coordinator

SC Law Enforcement Division

PO Box 21398

Columbia, SC 29221

Phone: (803) 896-7962, Fax: 896-7595, Email: pruff@sled.sc.gov

For information regarding the **broadcast aspects** of the SC AMBER Alert program, contact:

Shani White, Executive Director

South Carolina Broadcasters Association

One Harbison Way, Suite 112

Columbia, SC 29212

Phone: (803) 732-1186, Fax: (803) 732-4085, Email: Shani@scba.net

For information regarding the **Department of Transportation aspects** of the SC AMBER Alert program, contact:

Dan Campbell

SC DOT

POB 191

Columbia, SC 29202

Phone: (803) 737-1646, Fax: (803) 737-1224, campbellde@dot.state.sc.us

INTERNET RESOURCES

National Center For Missing and Exploited Children - www.missingkids.com

SC Law Enforcement Division - www.sled.state.sc.us

SC Sheriff's Association Website – www.sheriffsc.com

SOUTH CAROLINA
AMBER ALERT

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STATION OPERATIONAL MANUAL

Provided by
South Carolina Broadcasters Association
September 2012
Edition 006

3 Pages including Cover

SC AMBER ALERT

Operational Instructions

*** POST IN APPROPRIATE AREA ***

DISTRIBUTION TO STATIONS

Alerts will be received via these methods:

EMAIL - to the address your station has designated. Emails are sent from SCALERT@sled.sc.gov Please make sure your station's email system will accept emails from this address and not treat them as spam. Email alerts will include:

- Information from SLED regarding the abduction, including victim, suspect and vehicle data
- Photos of the suspect or victim may be attached, if available

EAS System - utilizing the Child Abduction Emergency "CAE" code.

- Upon notification from SLED of an AMBER Alert activation, the SP1 station (WCOS-FM in Columbia) will activate the EAS system statewide, sending information regarding the abduction including victim, suspect and vehicle data to all stations. EAS will be activated for the original alert and official updates.

National Weather Service – Stations may also receive alerts via this method.

DISSEMINATION TO THE PUBLIC

Each station maintains total control of disseminating the information to the public in the manner that best suits the station operating conditions. The AMBER Alert Oversight Committee suggests the following protocol:

Amber Alert message should be aired at **fifteen (15) minute intervals during the first three hours** from the initial activation, or until cancellation of the Alert is received. The alert information should be aired once an hour in hours 4-8 or until cancellation of the Alert is received. After 8 hours, the Alert information should be aired at intervals, as determined by the station.

IMPORTANT NOTE: EAS tones should ONLY be used for the initial AMBER Alert and official AMBER Alert Updates.