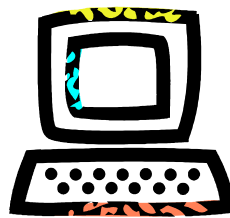


STATE OF WISCONSIN

AMBER ALERT PLAN

APRIL, 2003



Wisconsin Amber Alert Website:

www.AmberAlertWisconsin.org

PREFACE

ATTENTION BROADCASTERS:

In order to participate in Wisconsin's Amber Alert Plan, you must upgrade your EAS Unit. See Section VI, B. of this Plan for details.

ACKNOWLEDGEMENTS

The Wisconsin Amber Alert Committee wishes to thank the following organizations:

Wisconsin Educational Communications Board for the donation of time and materials in planning and implementing the distribution of Amber Alerts in Wisconsin.

Wisconsin Public Radio for relinquishing airtime for the broadcast distribution of Amber Alerts in Wisconsin.

Participation Disclaimer

Notwithstanding any good-faith intentions to originate, distribute, or broadcast Wisconsin Amber Alerts, due to the voluntary nature of the Wisconsin Amber Alert System, no owner, management or individual personnel at any Wisconsin broadcast station, cable system, state broadcast network, or government agency may be held liable by any person or entity for the failure to transmit any particular Amber Alert, whether that failure is intentional or unintentional, and regardless of the effect that failure has on any person or entity.

Broadcast stations and cable systems which agree to re-transmit Amber Alerts, are merely demonstrating their intentions to perform such actions, not guaranteeing their performance.

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I. Intent and Purpose of this Plan

This Plan puts into writing all pertinent details of the Wisconsin Amber Alert System, as discussed at the numerous planning meetings leading up to the formulation of this final Plan. This Plan encompasses all phases of organization, distribution, review, and testing of the Wisconsin Amber Alert System, and the alerts issued thereon. Further information regarding the Wisconsin Amber Alert System can be found on the Internet, at the website shown on the cover of this Plan. Questions regarding any information in this Plan may be directed to members of the Wisconsin Amber Alert Committee, listed in Appendix A of this Plan.

II. Definition of Terms used in this Plan

| Term | Definition | Explanation |
|--------|---|---|
| CAE | Child Abduction Emergency | The EAS Code used for Amber Alerts in Wisconsin. |
| DCPSCC | Dane County Public Safety Communications Center | Originating point for all Wisconsin Amber Alerts. |
| DOJ | Wisconsin Department of Justice | State agency that administrates the law enforcement component of the Wisconsin Amber Alert Plan. |
| EAS | Emergency Alert System | The FCC-mandated emergency alert system used by broadcasters and cable systems. |
| ECB | Wisconsin Educational Communications Board | State agency that maintains the network and technical facilities which distribute Wisconsin Amber Alerts. |
| LEA | Law Enforcement Agency | Any police or sheriff dept. in Wisconsin. |
| MOU | Memorandum of Understanding | Agreements reached between the organizers of this Plan and various other organizations or agencies. |
| TFT | A TFT, Inc. brand EAS Unit | This unit requires special EAS Code programming. See Section VI, B., 3. |
| TOC | Technical Operations Center | The head end for the WPR network. The TOC is operated by ECB. |
| SOP | Standard Operating Procedure | Used by LEA's in issuing Amber Alerts. |
| WBA | Wisconsin Broadcasters Association | Trade Association with membership of most Wisconsin radio and TV stations. |
| WisDOT | Wisconsin Department of Transportation | Displays Amber Alert information on highway Variable Message Signs. |
| WPR | Wisconsin Public Radio | State agency that programs the stations which are the primary Amber Alert distribution method. |

III. Overview of the Wisconsin Amber Alert System

A.) Criteria: All Wisconsin Amber Alerts must meet the following criteria.

- Child must be 17 years of age or younger.
- Child must be in danger of serious bodily harm or death.
- Initiating LEA must have enough descriptive information about the child, the suspect(s), and/or suspect vehicle(s), to believe an immediate broadcast will help locate the child.
- Note: Amber Alerts are not to be used for Runaways or Family Abductions, unless the child's life is in immediate danger.

B.) Point of Contact: There is one single point of contact for LEA's to request activation of an Amber Alert in Wisconsin, that being the DCPSCC.

C.) Activation Forms and Procedures: To keep the Amber Alert Forms and Procedures current, they are located on DOJ's WILENET website and the Wisconsin TIME System. LEA's needing access to these Forms and Procedures should contact DOJ for the password and access details.

D.) Broadcast Distribution: Broadcasters will receive Amber Alerts from the WPR EAS State Relay (SR) station that is already monitored for EAS, so no additional monitoring will be needed. Stations can set their EAS Decoders to Automatic Mode, which would then enable the re-broadcast of any received Amber Alert without any human intervention. This allows the growing number of "unattended" broadcast stations to participate in Wisconsin Amber Alerts, as well as Cable TV systems, which are generally running unstaffed at all times. Staffed stations that wish to preview alerts before forwarding them can set their EAS Decoders to Manual Mode. There will be a total of eight EAS alerts for each Amber Alert activation, unless the alert is cancelled early. See Section V. of this Plan for details.

E.) FAX and E-mail Distribution: Following the initial EAS Amber Alert, details of the alert will be faxed and e-mailed to the media. Organizations wishing to receive these faxes and email's should forward their contact info to: amberregistration@doj.state.wi.us

F.) Distribution via Amber Alert Website: As soon as possible after the initial EAS Amber Alert, the text of the Amber Alert will be posted on the Wisconsin Amber Alert website, www.AmberAlertWisconsin.org In addition, pictures of the child, suspect(s), and/or suspect vehicle(s) will be posted, if available. Updates, as well as the cancellation of the Amber Alert, will also be posted here.

G.) Distribution via Highway Signs: WisDOT will display Amber Alert information on electronic permanently-installed, overhead Wisconsin Highway Variable Message Signs.

H.) Post-Activation Review: All Amber Alert activations will be reviewed by the Wisconsin Amber Alert Review Committee. See next section of this Plan for details.

IV. Wisconsin Amber Alert Review Committee

A.) Membership:

The six-member Wisconsin Amber Alert Review Committee is made up of one member each from the following organizations:

- Wisconsin Department of Justice
- Wisconsin Broadcasters Association
- Wisconsin Department of Transportation
- Wisconsin Educational Communications Board
- Dane County Public Safety Communications Center
- Wisconsin State Emergency Communications Committee (EAS Committee)

The six current members of this committee are indicated with an asterisk (*) in Appendix A of this Plan.

B.) Responsibilities

The Wisconsin Amber Alert Review Committee is charged with the task of analyzing all Wisconsin Amber Alert activations for appropriateness, smooth operation of the Amber Alert System, and any other criteria the Committee deems necessary.

C.) Requirements of DCPSCC

This Committee requests that all paperwork regarding all Wisconsin Amber Alerts be retained by the DCPSCC activation point, for later analysis by the Review Committee.

D.) Requirements of Activating Law Enforcement Agencies

Any LEA which activates the Wisconsin Amber Alert System is hereby required to retain all paperwork regarding the alert, and is further required to appear at the next Amber Alert Review Committee meeting, to offer suggestions on improving the system and to aid the Committee in reviewing the alert.

V. EAS Codes and Procedures

A.) EAS Code Protocol

For all Amber Alerts issued in Wisconsin, the following protocol should be followed:

Originator Code: Civil Authority (CIV)

Event Code: Child Abduction Emergency (CAE)

Location Codes: Wisconsin will use State Code Sub-Divisions in issuing Amber Alerts.

The counties located in each Sub-Division are shown on the map in Appendix B.

Duration Setting for the initial broadcast, and the first 3 re-broadcasts: 30 Minutes

Duration Setting for the next 4 re-broadcasts: 60 Minutes

(See next two paragraphs for details of the re-broadcast schedule.)

B.) EAS Amber Alert Procedures

Wisconsin Amber EAS Alerts will be sent every 30 minutes for the first two hours, then once an hour for the next three hours (see example below). All eight of these alerts will be full EAS Alerts, in order to enable automated stations and Cable TV to participate. After the initial Amber Alert, manned stations that prefer to read the subsequent alerts live may abort received Amber Alert re-broadcasts. However, stations selecting this option should check the Amber Alert website after each re-broadcast to be certain new details have not been added to the alert, prior to resuming their own live Amber Alerts.

C.) Example of EAS Amber Alert Activation Re-Broadcast Timetable

| Sequence of Alerts | Sample Time | Valid period of EAS Alert issued by DCPSCC EAS computer | Description of the alert in Amber Alert Procedure |
|-----------------------|-------------|---|---|
| 1 st Alert | 1:00 PM | 30 minute EAS Alert Duration | Initial alert |
| 2 nd Alert | 1:30 PM | 30 minute EAS Alert Duration | 1 st 2-hour follow-up |
| 3 rd Alert | 2:00 PM | 30 minute EAS Alert Duration | 2 nd 2-hour follow-up |
| 4 th Alert | 2:30 PM | 30 minute EAS Alert Duration | 3 rd 2-hour follow-up |
| 5 th Alert | 3:00 PM | 60 minute EAS Alert Duration | Last 2-hour follow-up |
| 6 th Alert | 4:00 PM | 60 minute EAS Alert Duration | 1 st next-3-hour follow-up |
| 7 th Alert | 5:00 PM | 60 minute EAS Alert Duration | 2 nd next-3-hour follow-up |
| 8 th Alert | 6:00 PM | 60 minute EAS Alert Duration | 3 rd next-3-hour follow-up |

VI. Wisconsin Amber Alert System Participants

Law Enforcement Agencies: After receiving training from DOJ, all Wisconsin LEA's are encouraged to make use of the Wisconsin Amber Alert System.

Broadcasters and Cable Systems: All Wisconsin broadcasters and cable operators are encouraged to participate in the Wisconsin Amber Alert System.

National Weather Service: At the time this document was adopted, NWS and its Weather Radio service, were not yet ready to participate in Amber Alerts. This topic will be revisited as conditions change at NWS.

A.) Guidance for Law Enforcement Agencies

Before using Amber: LEA's should review the Law Enforcement Amber Alert Training Video and SOP, before accessing the Amber Alert System. To keep the information current, all Forms and Procedures needed by LEA's to activate Amber Alerts are found on the DOJ WILENET website and the Wisconsin TIME System.

During Amber: LEA's are reminded to issue News Releases when an Amber Alert situation is initiated, and with any Updates, and also when the Amber Alert is Cancelled. The print media, such as the statewide Associated Press (AP) Wire, get info in this way.

After Amber: Any LEA which activates the Wisconsin Amber Alert System is required to retain all paperwork regarding the alert, and is further required to appear at the next Amber Alert Review Committee meeting, to offer suggestions on improving the system and to aid the Committee in reviewing the alert.

B.) Guidance for Broadcasters and Cable Systems

Amber is Voluntary:

Participating in the Amber Alert System is voluntary, as is participation in all other Local and State EAS alerts. Every Wisconsin broadcaster and cable operator is encouraged to participate in the Amber Alert System. All Amber Alerts are sent as full EAS messages, thus allowing unattended broadcast and cable operations to forward the alerts with no human intervention required.

A Reliable System:

The Wisconsin Amber Alert Committee, with full sensitivity to the impact of broadcast emergency messages, is making every effort to ensure that the Amber Alert System in Wisconsin does not get over-used or misused for improper activations.

- All state Law Enforcement Agencies will receive the Law Enforcement Amber Alert Training Video and SOP from Wisconsin DOJ on requesting an Amber Alert activation.
- There is one central point of contact in Madison that will issue all Amber Alerts for Wisconsin. They will ensure that any alert issued meets the strict criteria adopted by the state Amber Alert Committee.
- All Amber Alert activations will be reviewed for appropriateness and smooth operation of the system by a broadcaster/law enforcement Amber Alert Review Committee.

With these precautions, the Wisconsin Amber Alert Committee feels our system will be sound.

Preparing to participate in Amber:

- 1.) Your EAS Unit must be upgraded to include the new EAS Event Code "CAE", Child Abduction Emergency. For details on the availability of an upgrade for your EAS Unit, visit the Wisconsin EAS Committee webpage: www.sbe24.org/eas/encode.asp
- 2.) You will receive Amber Alerts from the EAS State Relay (SR) station that you are already monitoring for EAS, so no additional monitoring will be needed. See map in Appendix B of this Plan for reference to these relay stations. You will notice on this map that the nine "Amber Alert Areas" match exactly the nine existing EAS Local Areas.
- 3.) You must program your EAS Unit to re-broadcast Amber Alerts, as follows:
 - a.) Originator Code: CIV, Civil Authorities
 - b.) Event Code: CAE, Child Abduction Emergency
 - c.) Location Code: 055000, Entire State of Wisconsin [EXCEPT TFT USERS, *SEE NOTE BELOW*] Although Wisconsin Amber Alerts will be issued using a State Code Sub-Division, most EAS Units recognize that this sub-division is a part of the entire state, and will thus react to all sub-division codes when programmed for the entire state. [*TFT USERS: You MUST program in the specific Sub-Division Code for your Amber/EAS Local Area. See map in Appendix B of this Plan for those codes.*] All users note that the SR stations will only broadcast Amber Alerts for the Amber/EAS Local Area in which they are located. Thus, you will not receive alerts from out of your area, because those alerts will be filtered out by the SR station.
 - d.) Mode: Use Automatic Mode if you are unattended, or want immediate forwarding. Use Manual Mode if you want to preview alerts before forwarding them.
- 4.) Join alert list. Send newsroom fax and e-mail to: amberregistration@doj.state.wi.us
- 5.) Contact WBA if you haven't gotten Amber Alert informational material for your staff.

(Broadcaster/Cable Guidance... continued on next page)

B.) Guidance for Broadcasters and Cable Systems (continued)

EAS Amber Alert Operation:

Wisconsin Amber EAS Alerts will be sent every 30 minutes for the first two hours, then once an hour for the next three hours. See Section V. for details. All eight of these alerts will be full EAS Alerts, to enable unmanned stations and Cable TV to participate. After the initial Amber Alert, manned stations that prefer to read subsequent alerts live may abort received Amber Alert re-broadcasts. However, stations selecting this option should check the Amber Alert website after each re-broadcast to be certain new details have not been added to the alert, prior to resuming their own live Amber Alerts.

Staying up-to-date:

A current copy of this Wisconsin Amber Alert Plan will be maintained at the website, www.AmberAlertWisconsin.org Further, any routine updates regarding the operation of the Wisconsin Amber Alert Plan will be distributed through the Amber Alert E-Mail List that is used in issuing Amber Alerts. To sign up for this list, forward your fax and e-mail contact information to: amberregistration@doj.state.wi.us

VII. Wisconsin Amber Alert Website

- DCPSCC will be the host of the Amber Alert website.
- General content on the website is managed by DOJ.
- During an Amber Alert, text and photographs, as available, are posted by DCPSCC.

VIII. Wisconsin Amber Alert Testing Schedule

A.) Annual Wisconsin Amber Alert Test

The Wisconsin Amber Alert System will be tested once each year, during the week of May 25th, which is National Missing Children's Day. The actual CAE, Child Abduction Emergency Code, will be used for this test. Broadcasters and cable systems may either make note of the reception of this test and then abort it without re-broadcasting it, or they may elect to broadcast the test as a public awareness tool. The audio portion of the test will state that it is a test. However, the visual "crawl message" will indicate that a Child Abduction Emergency exists. Therefore, TV stations and cable operations that carry the test should ensure that the visual background behind the crawl message says, "This is a test". This will ensure that the hearing-impaired, or just someone with the TV sound turned down, will not mistake the test for an actual alert.

B.) Closed Circuit Test

A weekly closed circuit test will be conducted between the DCPSCC and the TOC.