AMBER Alert Secondary Distribution Program (AASD)

AMBER Alert began in 1996 as a voluntary partnership between law enforcement agencies, broadcasters and transportation agencies to issue an urgent bulletin via radio, television, and highway signs in the most serious child abduction cases. Over time, the AMBER Alert program has evolved to include other agencies, organizations and companies with the ability to help notify as many people as possible about recent child abductions.

These new participants are called AMBER Alert Secondary Distributors. The agency that coordinates the AMBER Alert program on the national level, the U.S. Department of Justice, Office of Justice Programs, has asked the National Center for Missing & Exploited Children (NCMEC) to manage the AMBER Alert Secondary Distribution Program. When law enforcement issues an AMBER Alert, NCMEC is notified and using technology from emergency communications leader, Intrado, re-distributes the Alert to the appropriate secondary distributors.

Participants in the AMBER Alert Secondary Distribution Program include a diverse mix of interests, come from a variety of industries, and use a mixture of different technology to reach the public, but they all meet the following requirements:

- These distributors must have the capability to re-distribute AMBER Alert messages to a geographically targeted audience as defined by the activating law enforcement agencies.
- They must re-distribute the AMBER Alert at no charge to law enforcement or the public.

Organizations interested in participating in the program should contact NCMEC at aasd@ncmec.org

Current AMBER Alert Secondary Distributors include:

AMBER Alert Secondary Distribution Partners
1. **Federal Law Enforcement Agencies who receive the AMBER Alerts**
   a. Federal Bureau of Investigation (FBI)
   b. Immigration and Customs Enforcement (ICE)
   c. U.S. Postal Inspection Service
   d. Federal Air Marshal Service
   e. Transportation and Security Administration
   f. United States Marshal's Service
   g. United States Customs and Border Protection
   h. Department of Justice Office of Juvenile Programs
   i. The Drug Enforcement Administration (DEA)
2. **Additional Resources for Law Enforcement**
   a. Regional Information Sharing Systems (link to http://www.riss.net/)
   b. Nlets (http://www.nlets.org/)
   c. Law Enforcement Online (LEO) (http://www.leo.gov/)
   d. VisionTek: AMBER Alerts are displayed using mobile data terminals in order to disseminate the information to law enforcement.

3. **Wireless Carriers**
   a. Cell phone carriers participate in distributing Wireless Emergency Alerts. Information can be found at www.Missingkids.com/AMBER/WEA
4. **Internet Service Providers, Websites, and Social Media**
   a. Google: People using Google Search and Google Maps will see AMBER Alert information prioritized and targeted based on their location and search topics. Information is displayed through Google Public Alerts. http://googleblog.blogspot.com/2012/10/amber-alerts-for-missing-children-now.html
   b. Facebook: Facebook users can "Like" the official AMBER Alert page, located at https://www.facebook.com/AMBERalert. They will be able to see AMBER Alerts for their area in their newsfeed. Users can also "Like" individual state pages in order to see other AMBER Alert notifications outside of their own area by clicking on "AMBER Pages".
      i. Facebook also sends the Alert information to the news feeds for those who are in the area of the AMBER Alert.
   c. FIA: The Federation for Internet Alerts (FIA) Partners relay alerts for serious events such as AMBER Alerts. Alerts are displayed immediately using the latest information received from NCMEC. FIA's emergency alerts override or overlay other online messages to display this urgent information to the areas impacted.
   d. Bing: Users will see AMBER Alerts prioritized in search results and targeted based on their location and search topics. http://blogs.bing.com/search/2014/12/18/bing-round-up-amber-alerts-and-new-local-features-for-mobile/
   e. Twitter: Currently 19.5k followers (Since January 2013) on @AMBERAlert, where AMBER Alerts are posted nationally.
5. **Apps**
   a. iPhone application: https://itunes.apple.com/us/app/amber-alert/id305574085?mt=8
   b. Waze: A GPS navigation mobile app currently owned by Google which displays AMBER Alerts to users.
   c. Uber: An app-based on-demand driving service. Geographically targeted AMBER Alerts are provided to all drivers via text-message.
6. **Digital Signs**
   a. OAAA: Digital billboards display AMBER Alerts through a network facilitated by the Outdoor Advertising Association of America. More information is available at http://www.oaaa.org/publicservice/amberalerts.aspx.
   b. Walgreens: Walgreens displays AMBER Alerts on digital signs at locations within the geographic region of an AMBER Alert.
   c. Additech: Digital signs at specific gas facilities display AMBER Alerts (http://www.additech.com/amberalerts)
   d. Gilbarco: Digital signs on gas pumps which display AMBER Alerts. (http://www.gilbarco.com/us/content/applause-media-system-broadcast-amber-alerts)
   e. Daktronics: Digital billboard displays.

7. **Trucking Industry**
    a. AMBER Highway Network: Qualcomm leverages their mobile technology and expertise in location-based services to make it possible for participating carriers' trucks to receive AMBER Alerts who are operating in the area.
        i. FAQ's http://img.en25.com/Web/QualcommQES/Qualcomm-%20Amber%20Alert%20FAQs.pdf
    b. NATSO (National Association of Truck Stop Owners), http://www.natso.com/amberalerts/widget/alerts)
8. **Other Organizations**
    a. Choice Hotels: Employees are notified of AMBER Alerts in their area through the ChoiceADVANTAGE hotel software program.
    b. OnStar: OnStar integrates AMBER Alert data into its call center's geographical mapping system so that the Alerts are immediately available to OnStar advisors when a subscriber calls in from an affected area.
    c. IDV Solutions: Mapping and alert software provides the option for commercial organizations to see AMBER Alerts.
    d. Time Warner Cable: Using software provided by IDV solutions, all TWC technicians are provided with AMBER Alerts.
    e. Syn-Apps: Displays AMBER Alerts on technology like VOIP and analog phone displays with upwards of 5 million devices in the network over many companies.
    f. AMBERAlerts.com
    g. Jump2Go: Provider of social media solutions for the radio industry and provider of HD data for radio displays. AMBER Alert will initially be displayed via radio data only.