

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

**SOUTH CAROLINA**

# **AMBER ALERT**

A Partnership of Broadcasting and Law Enforcement

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**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:

Alexandra Cataldo Schelble, **SC State AMBER Alert Coordinator**

South Carolina Law Enforcement Division (SLED)

South Carolina Intelligence and Information Center (SCIIC)

Office: (803) 896-7962

Cell: (803) 528-7957

Email: [aschelble@sled.sc.gov](mailto:aschelble@sled.sc.gov)

SC Law Enforcement Division

PO Box 21398

Columbia, SC 29221

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

Margaret Wallace, Executive Director

South Carolina Broadcasters Association

2711 Middleburg Drive

Columbia, SC 29204

Phone: (803) 732-1186, Fax: (803) 732-4085, Email: [Margaret@scba.net](mailto:Margaret@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](mailto:campbellde@dot.state.sc.us)

### INTERNET RESOURCES

National Center For Missing and Exploited Children - [www.missingkids.com](http://www.missingkids.com)

SC Law Enforcement Division - [www.sled.state.sc.us](http://www.sled.state.sc.us)

SC Sheriff's Association Website - [www.sheriffsc.com](http://www.sheriffsc.com)

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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](mailto: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.