



Broadcasters will do what they do best; they will get the information out to the public.

They will keep the attention of their viewers and listeners engaged during the critical first hours of an Amber Alert.

They will continue to follow the story and broadcast any breaking news or updates until its final conclusion.

The purpose of radio and television broadcasting is to serve the public which is similar to law enforcement and to operate in the Public Interest. Among all the technological and operational changes especially in recent years, these tenets are one constant since the Telecommunications Act of 1934. And this is why broadcasters in Dallas Texas began what is now called the Amber Alert and why today the broadcast community in Alaska will do all they can do to help law enforcement bring home an abducted child.

It has been said that the advent of the Amber Program has been the greatest example of trust and partnership between broadcasters and law enforcement. The Alaska Broadcasters Association and its member's pledges to keep this trust.

While we do not participate in the decision making process that triggers an Amber Alert, radio and television stations, together with cable systems are critical to the program's success.

In conclusion, Broadcasters face many of the same challenges as those in law enforcement.

- 1. Keeping up with technology -- ABA's EAS ENDEC Programming Project**
- 2. Integrating soon to be mandated Multi-User Emergency Warning systems into existing EAS systems**
- 3. The need of training, training and more training.**