AMBER Alert Secondary Distributors

AMBER Alert Secondary Distribution Program (AASD)

The National Center for Missing & Exploited Children (NCMEC), under the direction of the U.S. Department of Justice, the agency that coordinates the AMBER Alert on a national level, is responsible for developing the AMBER Alert Secondary Distribution System. This system was designed to enhance AMBER Alert activations for local and state law enforcement. Law enforcement now have the ability to utilize many additional outlets to alert the public by first notifying NCMEC, who in turn send the Alert to all NCMEC approved Secondary Distributors, thus allowing law enforcement more time to concentrate on investigating the abducted child case.

Secondary distributors are any authorized wireless carriers, content providers, and major retailers. These distributors must have the capability to distribute AMBER Alert messages to a geographically targeted audience at the request of AMBER Alert activating law enforcement agencies. Secondary methods of distribution assist in the overall goal of the AMBER Alert program – to immediately notify as many people as possible about recent child abductions, and provide them with information that can help in the search for the abducted child, suspected abductor, or suspected vehicle.

Technology Platform to facilitate the program:

Intrado

Federal Law Enforcement

Federal Bureau of Investigation (FBI)
Immigration and Customs Enforcement (ICE)
U.S. Postal Inspection Service
Federal Air Marshal Service
Transportation Security Administration
United States Marshals Service
United States Customs and Border Protection

Law Enforcement

Regional Information Sharing Systems (http://www.riss.net/)
NLETS (http://www.nlets.org/)
LEO (http://www.leo.gov/)
Lexis-Nexis and iMap notify their subscribers if there is an active AMBER Alert within their geographic area.

**Mobile Data Terminals in Patrol Cars**


VisionTEK, Inc. provides Unity messaging systems for first responders to Mobile Data Terminals. When learning about an AMBER Alert, NCMEC will send the AMBER Alert information electronically. The Unity system will then wirelessly distribute the information to first responders, including descriptions and pictures of the missing child, suspected abductor, or vehicle, as well as any other information available and valuable to identifying the child and the suspect.

**Public Service**


**Internet Service Providers**

AOL - [http://peopleconnection.aol.com/amberalerts](http://peopleconnection.aol.com/amberalerts)
iGoogle:

Example of notification through Internet Service Providers:

**AMBER Alerts**


There are no active alerts
Wireless AMBER Alerts™

To sign up or for more information please go to www.wirelessamberalerts.org

CTIA-The Wireless Foundation (http://www.wirelessfoundation.org/) manages the program.

Syniverse (http://www.syniverse.com/content/home) provides the technology platform for the Wireless AMBER Alerts™

Wireless AMBER Alerts™ Providers

Alltel
Appalachian Wireless
Bluegrass Cellular, Inc
Carolina West Wireless
AT&T Mobility
Cellcom
Cellular 29 Plus/Lyric Wireless
Cellular One
Cellular South
Centennial Communications
Cincinnati Bell Wireless
Cricket
Dobson Cellular
Edge Wireless
Einstein Wireless
Farmers Cellular Telephone Co
Highland Cellular
i-Wireless
Illinois Valley Cellular
Metro PCS
Midwest Wireless
Nextel
New-Cell, Inc
Nex-Tech Wireless
Northwest MO Cellular
NTELOS
Pioneer Cellular
Plateau Telecommunications
Rural Cellular
Sprint
Suncom Wireless
T-Mobile
Thumb Cellular
US Cellular

Verizon Wireless
Westlink Communications
AMBER Alerts on Digital Signage

Outdoor Advertising Association of America (OAAA) (http://www.oaaa.org/publicservice/amberalerts.aspx) OAAA partners with the National Center for Missing & Exploited Children (NCMEC) to display AMBER Alerts on digital billboards nationwide. The partnership began in 2008 with 11 outdoor advertising companies and has expanded to include virtually all major digital billboard owners in the United States.

AMBER Alert Highway Network Facilitator

QUALCOMM provides the technology platform for the AMBER Highway Network: (http://www.qualcomm.com/products_services/mobile_content_services/enterprise/amber_alert.html)

AMBER Alert Highway Network – 122 trucking companies

<table>
<thead>
<tr>
<th>AMBER Alert Highway Network</th>
<th>Ace Hardware</th>
<th>D &amp; D Sexton, Inc.</th>
<th>Keen Transport/Keen TMW</th>
<th>RBX, Inc.</th>
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<td>ADM Alliance Nutrition</td>
<td>Danny Herman Trucking, Inc.</td>
<td>Kennesaw Transportation, Inc</td>
<td>Reel Time Logistics</td>
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<td>Altendorf Express</td>
<td>Dart Transit, Inc.</td>
<td>Knight Transportation</td>
<td>Risinger Brothers Transfer, Inc.</td>
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<td>Lacy’s Express</td>
<td>Roads West Transportation</td>
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<td>Annett Holdings, Inc.</td>
<td>Dick Harris &amp; Son Trucking</td>
<td>Louis J. Kennedy Trucking Co.</td>
<td>Roehl Transportation</td>
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<td>Averitt Express</td>
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<td>Maverick Leasing Services, LLC</td>
<td>S &amp; H Express</td>
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<td>Baldwin Trucking</td>
<td>D.M. Bowman Inc.</td>
<td>McKenzie Tank Lines</td>
<td>Salson Logistics</td>
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<td>Dyno Nobel Trans Logistics</td>
<td>McKinley Trucking Co.</td>
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<td>Barr-Nunn Transportation, Inc.</td>
<td>Eagle Global Logistics</td>
<td>Melton Truck Lines, Inc.</td>
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<td>Beam Brothers Trucking Inc.</td>
<td>ECM Transport</td>
<td>Metro Express, Inc.</td>
<td>Schuster Co.</td>
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<td>Bennett Motor Express</td>
<td>Emerson Electric</td>
<td>Millis Transfer, Inc.</td>
<td>Skinner Transportation</td>
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<td>Boarder to Boarder Trucking</td>
<td>Empire Express</td>
<td>National Freight</td>
<td>Smith Transport</td>
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<td>Boyle Transportation</td>
<td>FedEx Custom Critical</td>
<td>Northern Neck Transfer</td>
<td>Specialized Transportation, Inc.</td>
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<td>Buchanan Hauling &amp; Rigging</td>
<td>FedEx Supply Chain Services</td>
<td>Oakley Transport</td>
<td>Stan Koch and Sons</td>
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<tr>
<th>Burns Motor Freight</th>
<th>FFE Lisa Middleton</th>
<th>Orica USA</th>
<th>Stevens Transport</th>
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<td>Perdue Farms</td>
<td>Trans-System, Inc.</td>
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<td>Grammer Industries</td>
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<td>Green Valley Transportation</td>
<td>Pottles Transportation</td>
<td>Trimac</td>
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<td>Haas Carriage, Inc.</td>
<td>Praxair, Inc.</td>
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<td>Halvor Lines, Inc.</td>
<td>Prestera Trucking</td>
<td>US Xpress</td>
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<td>Howard Baer Trucking, Inc.</td>
<td>R &amp; R Trucking</td>
<td>Wal-Mart</td>
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<td>D &amp; A Assoc/Arctic Express</td>
<td>JB Hunt</td>
<td>Raven Transport</td>
<td>Watkins Shepard</td>
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<td>Werner Enterprises, Inc.</td>
<td>Witte Brothers Exchange</td>
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**Employers**

Choice Hotels notify their employees if there is an alert within the geographic area where one of their hotels is located.

For more information visit [www.amberalert.gov](http://www.amberalert.gov).

Updated January 2010